

Market Research

It is important to define your objective or what you want to do. By understanding your customers, their wants, their needs, you can effectively place your products and services in front of them.

Questions for help define your objectives

Questions guided by customer values

Where do your customers come from?

How would your customers rate your service from 1 (best) to 5 (worst).

What services would your customers like to see you offer?

Who do you consider to be your competition?

Have you checked on them recently? (week) (Month) (year)

What is your customer's most important objective when they come to you?

Are your prices (low-scale) (high scale) for what clients get?

Questions to guide segmentation decisions

Demographics-Who is coming to you? Where are they coming from?

Aspects of Competition

	A	B	C	D	E	You
	Rank 1 to 5. 1=poor, 5=excellent					
Market Share	___	___	___	___	___	_____
Consumer Loyalty	___	___	___	___	___	_____
Advertising	___	___	___	___	___	_____
Sales Force	___	___	___	___	___	_____
Product Quality	___	___	___	___	___	_____
Services	___	___	___	___	___	_____
Pricing	___	___	___	___	___	_____
Technology	___	___	___	___	___	_____
Financial Strength	___	___	___	___	___	_____
Personnel	___	___	___	___	___	_____
Partner Relationships	___	___	___	___	___	_____
Total Scores	___	___	___	___	___	_____

Total the scores in each column. Where are the highest scores?

Competitor A:

Competitor B:

Competitor C:

Competitor D:

Competitor E: