

Market Research Worksheet

Using This Worksheet

This worksheet will help you identify your target market, as well as your direct and indirect competitors.

Once you've completed this worksheet, you can incorporate it into the Appendix section of your business plan.

Define Your Target Market

It is important to gather and analyze information about your target market. Use the space below to describe the characteristics of your target market.

Customer Characteristics	Notes About Each Characteristic
Age	
Location	
Gender	
Relationship Status	
Other	

Estimate the Size of Your Target Market

Based on your research, how many customers are in your target area? You can use the space below to do your estimate.

Identify Your Direct and Indirect Competitors

Use the space provided below to list your direct and indirect competitors, and identify their respective strengths and weaknesses.

Direct Competitors

Competitor Name	Strengths	Weaknesses

Indirect Competitors

Competitor Name	Strengths	Weaknesses