# The Business Plan Project Stage 2: Research & Marketing

1. ***Task 1: Consumer Analysis***

Describe the typical consumer your business plans to target.

Gender:

Age:

Education:

Income:

Interests:

What need do you plan to satisfy for this customer?

1. ***Task 2: Market Analysis***

How large is the total market for your product or service? How did you arrive at this figure?

Which segment of this market do you intend to target? Why? How large is your segment?

Describe your segmentation method. Why did you choose this method?

Choose five people from your market segment to research with a survey. Write ten questions and ask the survey participants “yes-or-no” questions on a scale of one to four, or design your own range. Also ask five open-ended questions (questions that do not have a yes-or-no answer). **Summarize your findings.**

1. ***Task 3 Marketing Mix Chart***

**My Market Segment: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

|  |  |  |
| --- | --- | --- |
| **Marketing Mix** | **Decision** | **Explanation** |
| ***SAMPLE***  **Product/Service** | **DJ service specializing in Motown-era music** | **My service provides my target market the music it most wants to hear at parties.** |
| **Product/Service** |  |  |
| **Price** |  |  |
| **Place** |  |  |
| **Promotion** |  |  |
| **Philanthropy** |  |  |

4. ***Task 4 Marketing Mix Chart***

**Company Name:**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Media Type or Promotional Method** | **Name of Outlet(s) (list each separately)** | **Target Market** | **Budget ($)** | **Objective (s)** |
| Newspapers |  |  |  |  |
| Magazine |  |  |  |  |
| Directory |  |  |  |  |
| Television |  |  |  |  |
| Radio |  |  |  |  |
| Outdoor |  |  |  |  |
| Internet |  |  |  |  |
| Brochures |  |  |  |  |
| Flyers |  |  |  |  |
| Newsletters |  |  |  |  |
| Business Cards |  |  |  |  |
| Signs |  |  |  |  |
| Sales Promos |  |  |  |  |
| Advertising Specialties |  |  |  |  |
| Trade Shows |  |  |  |  |
| Carts/Kiosks |  |  |  |  |
| Alternative Marketing |  |  |  |  |
| Other Media |  |  |  |  |
| Direct Response |  |  |  |  |

***5. Task 5:*** Create a **logo** and at least **one advertising piece** from the list above. This can be a sample ad, sign, flyer, business card, radio spot, etc.