**Assignment #19** **Business Plan Project Stage 2: Research & Marketing**

**Step #2: Market Analysis**

Answer the following questions regarding your target market.

1. How large is the total market for your product or service?
2. How did you arrive at this figure?
3. Which segment of this market do you intend to target? Why?
4. How large is your segment?
5. Describe your segmentation method.
6. Why did you choose this method?
7. Choose five people from your market segment to research with a survey.
8. Write ten questions and ask the survey participants “yes-or-no” questions on a scale of one to four, or design your own range.
9. Also ask five open-ended questions (questions that do not have a yes-or-no answer).