

Group Members: _____

Name of Business: _____ Main thing you are selling: _____

Market Research Questions

Market Research Definition: *The process of gathering, analyzing and interpreting information about a market, about a product or service to be offered for sale in that market, and about the past, present and potential customers for the product or service; research into the characteristics, spending habits, location and needs of your business's target market, the industry as a whole, and the particular competitors you face*

Directions: Your group is creating a 10 question survey to ask at least 50 people to gather data about your future business goals. These questions can be short answer, yes or no, or on a scale of 1 to 10. The questions you write below will be input into a Google Form, and the submissions will create a Google Sheet that shows the data about your product/business.

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____