



Planning a new venture – Evaluating the opportunity

Researching the customer

In this worksheet, outline what you find out about the target customer segment

QUESTIONS/ISSUES	EVALUATION
Size of total market	
Number of individual customers	
How many customer segments?	
How often do they buy?	
How much do they buy?	
When do they buy?	
Are some customers more important than others?	
What percentage of the market can I expect in Year 1?	
What percentage of the market can I expect in Year 3?	
What are the existing distribution channels?	
Other questions	