



Planning a new venture – Evaluating the opportunity

Researching the environment

In this worksheet, outline what you find out about the environment of your target market:

QUESTIONS/ISSUES	EVALUATION
What are the boundaries of your target market?	
What are the social trends?	
What are the economic factors?	
What are the political factors?	
What are the technological trends?	
What are the demographics of the market?	
What will be the key external influences over the next three years?	
How will these influences affect the competition?	
How will these influences affect you?	
Other questions	