### V. Marketing Analysis

**I. Analysis of the Target Market**

**Instructions:** Answer the following questions using complete sentences.

Who is your target market?

What are the personal and geographical demographics of your customers?

Is the market saturated with too many businesses similar to yours? Yes or No? Why?

Are your customers willing to pay for your product(s) and/or service(s)? Why or why not?

**II. ANALYSIS OF THE COMPETITION**

**(You can copy and paste your competition grid here!)** Who are your competitors? ***Note*:** You can use your local phone book to look up your competition.

Are your competitors successful? Why or why not?

How do your competitors reach their market? In other words, how does your competition advertise their business?

**III. The Outlook of the Industry**

**(Can use parts of your 03/19 Journal for this section!)** What does the future outlook of your business look like? *Use the Occupational Outlook Handbook Web site (*[*http://www.bls.gov/oco*](http://www.bls.gov/oco)*) to research the future outlook of your business.*

Based on your research, does it look like your business has room to grow in the future?

**4. OWNER’S PERSONAL STRENGTHS**

What can I offer to my customers that my competitors are not offering?

What specific skills do I possess that will allow my company to be competitive in this market?