**MARKET NEEDS ANALYSIS** **TEMPLATE**

MARKET NEEDS ANALYSIS

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

00/00/0000

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **PREPARED BY** |  | **TITLE** |  | **DATE** |  |
| **APPROVED BY** |  | **TITLE** |  | **DATE** |  |

| VERSION HISTORY |
| --- |
| VERSION | APPROVED BY | REVISION DATE | DESCRIPTION OF CHANGE | AUTHOR |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

MARKET NEEDS ANALYSIS TABLE OF CONTENTS

[Intro 3](#_Toc520792724)

[Reason for Analysis 3](#_Toc520792725)

[Business Details 3](#_Toc520792726)

[Products / Services 3](#_Toc520792727)

[Market Description 3](#_Toc520792728)

[Target Market 3](#_Toc520792729)

[Customer Demographics 3](#_Toc520792730)

[Competitive Analysis 3](#_Toc520792731)

[Competitive Advantage 3](#_Toc520792732)

[Market Need 3](#_Toc520792733)

[Market Trends / Growth 3](#_Toc520792734)

[Market Research 3](#_Toc520792735)

[Swot Analysis 3](#_Toc520792736)

[Marketing Strategies and Sales 3](#_Toc520792737)

# INTRO

|  |
| --- |
|  |

# REASON FOR ANALYSIS

|  |
| --- |
|  |

#

# BUSINESS DETAILS

|  |
| --- |
|  |

# PRODUCTS / SERVICES

|  |
| --- |
|  |

# MARKET DESCRIPTION

|  |
| --- |
|  |

# TARGET MARKET

|  |
| --- |
|  |

# CUSTOMER DEMOGRAPHICS

|  |
| --- |
|  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SEGMENTATION APPROACH** | **METHODOLOGY** | **RESULTING SEGMENTS** | **ADVANTAGES** | **DRAWBACKS** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

# COMPETITIVE ANALYSIS

|  |  |
| --- | --- |
| **CATEGORIES RESEARCHED** |  |
| **CATEGORY NAME** | **CATEGORY DESCRIPTION** |
| CAT A:  |   |
| CAT B:  |   |
| CAT C:  |   |
| CAT D:  |   |
| CAT E:  |   |
|  |  |
| **IDENTIFIED TOP COMPETITOR 1** |  |
| **COMPETITOR NAME** |
| **STRENGTHS** | **DESCRIPTION** |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |
|  |  |
| **IDENTIFIED TOP COMPETITOR 2** |  |
| **COMPETITOR NAME** |
| **STRENGTHS** | **DESCRIPTION** |
|   |   |
|   |   |
|   |   |
|   |   |
|   |   |

# COMPETITIVE ADVANTAGE

|  |
| --- |
|  |

# MARKET NEED

|  |
| --- |
|  |

# MARKET TRENDS / GROWTH

|  |
| --- |
|  |

# MARKET RESEARCH

|  |
| --- |
|  |

# SWOT ANALYSIS

|  |  |  |  |
| --- | --- | --- | --- |
|  |  | **I N T E R N A L**  |  **F A C T O R S** |
|  |  | **STRENGTHS (+)** | **WEAKNESSES (–)** |
|  |  |  |  |
|  | **OPPORTUNITIES (+)** | **STRENGTHS (+) / OPPORTUNITIES (+) STRATEGY** | **WEAKNESSES (–) / OPPORTUNITIES (+) STRATEGY** |
| **F A C T O R S** |  |  |  |
|  | **THREATS (–)** | **STRENGTHS (+) / THREATS (–) STRATEGY** | **WEAKNESSES (–) / THREATS (–) STRATEGY** |
| **E X T E R N A L** |  |  |  |

# MARKETING STRATEGIES AND SALES

|  |
| --- |
|  |

|  |
| --- |
| **DISCLAIMER**Any articles, templates, or information provided by Smartsheet on the website are for reference only. While we strive to keep the information up to date and correct, we make no representations or warranties of any kind, express or implied, about the completeness, accuracy, reliability, suitability, or availability with respect to the website or the information, articles, templates, or related graphics contained on the website. Any reliance you place on such information is therefore strictly at your own risk. |