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

MARKET NEEDS ANALYSIS

COMPANY NAME

Street Address

City, State and Zip

webaddress.com

Version 0.0.0

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

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

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# REASON FOR ANALYSIS

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# BUSINESS DETAILS

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# PRODUCTS / SERVICES

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# MARKET DESCRIPTION

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# TARGET MARKET

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# CUSTOMER DEMOGRAPHICS

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| --- | --- | --- | --- | --- |
| **SEGMENTATION APPROACH** | **METHODOLOGY** | **RESULTING SEGMENTS** | **ADVANTAGES** | **DRAWBACKS** |
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# 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** |
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# COMPETITIVE ADVANTAGE

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# MARKET NEED

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# MARKET TRENDS / GROWTH

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# MARKET RESEARCH

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# SWOT ANALYSIS

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| --- | --- | --- | --- |
|  |  | **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

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