

MARKETING ANALYSIS TEMPLATE

1. Executive Summary

- [Provide a concise summary of the market analysis, including the most important findings and strategic recommendations. Tip: write this section last but place it first in the document.]

2. Industry Overview

- [Describe the industry, focusing on its size (in revenue or volume), growth trends, and major players.]

3. Target Market

- [Identify and describe your target market segments in detail, including information such as demographic (age, income, location etc.), and physiographic (value, interests, behaviors etc.).]

4. Market Needs

- [Analyze customer needs, preferences, and pain points in your target market. Consider aspects such as what problems are the customers currently facing, what motivates their purchase decisions etc.]

5. Competition Analysis

- [Evaluate competitors, focusing on their strengths, weaknesses, and market position. Tip: A competitor comparison table may facilitate the process.]

6. Market Trends

- [Identify current and emerging trends that may impact the market, such as technological, social or economic trends.]

7. Regulatory Environment

- [Provide an overview of relevant regulations and policies affecting the industry, like legal or regulatory requirements.]

8. SWOT Analysis

- [Conduct a SWOT analysis to assess your market and business.]

9. Conclusion and Recommendations

- [Summarize key findings and provide actionable recommendations for entering or competing in the market.]

10. Appendix

- [Include additional data and supporting documents, such as charts, graphs or tables that are summarizing data.]