

# W9 – Market Research Report

## 1. Market Definition

My NAICS Codes \_\_\_\_\_

My *Customer* NAICS Codes \_\_\_\_\_  
*If have business customers*

My Geographic Area \_\_\_\_\_

My Ideal Customer #1 \_\_\_\_\_

My Ideal Customer #2 \_\_\_\_\_

My Ideal Customer #3 \_\_\_\_\_

## 2. Market Size

Total Dollar Size of your overall market \_\_\_\_\_

Total number of potential Customers #1 in your market \_\_\_\_\_ Spend \$ \_\_\_\_\_

Total number of potential customers #2 in your market \_\_\_\_\_ Spend \$ \_\_\_\_\_

Total number of potential customers #3 in your market \_\_\_\_\_ Spend \$ \_\_\_\_\_

## 3. Direct Competitors

Total number of local competitors \_\_\_\_\_

Total number of regional competitors \_\_\_\_\_

Total number of national competitors \_\_\_\_\_

Total number of online competitors \_\_\_\_\_

## 4. Best Methods of Reaching Customer

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_