

W3e – 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. _____