

Find Customers By Using Market Research

HOW TO
START
YOUR OWN
BUSINESS

Market research eliminates all the guesswork out of starting your business. Knowing your customer, the marketplace and the industry where you want to sell your goods and services to is the first step to formulating your business plan.

Market research is the process of determining the viability of a new service or product through research conducted directly with potential customers. The basic reason for carrying out the market research is to find out consumer opinion of your products and services, position in the marketplace, pricing, and how to best promote and sell your offerings. Market research gives a business the ability to discover and identify their target market. A target market is a group of consumers or businesses who are most likely to purchase products and services.



? Questions to Ask About Your Marketplace

- **Demand:** Is there a desire for your product or service? What makes you unique?
- **Market Size:** How many people would be interested in your offering?
- **Economic Indicators:** What is the income range and employment rate?
- **Location:** Where do your customers live and where can your business reach?
- **Market Saturation:** How many similar options are already available to consumers?
- **Pricing:** What do potential customers pay for these alternatives?

🏆 Best Practices for Market Research

- Keep up with the latest business trends
- Gain a sense of market share that will impact your profit margin
- Use [free sources of information](#) when researching the market to find customers
- Target a specific audience of clients by doing direct research via surveys, questionnaires, focus groups and in-depth interviews

For guidance on conducting strategic competitive intelligence for your small business, the Small Business Development Center provides no-cost, business advising services. Please contact us today by completing the online form or calling 1- 866.588.SBDC today.



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