



Y5.05

BUSINESS CONCEPT /Market Position

DECISION SHEET

v2.2.1

Job to be done

Looking into a market we can get a lot of useful information to support decision making.

By getting an overview of what topics to explore, we can more easily gather the right information on current or new markets.

How to do it

Start by naming the market (geographic area or sector) you want to find information on.

Next, get an overview of areas to explore. Write down topics within each area and decide which of them are most relevant to focus on at this point.

Continue by deciding on the best way to gather market information. Use the checklist for inspiration.

Finish by noting the information you expect to get from the research that could affect the way you do business.

Next step

- Decide which topics to get information on first.
- Make action plan on gathering market information.
- Delegate research tasks to team members.

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Market Information Decide what market information to gather and how to do it

MARKET	

✓ CHECKLIST: GATHERING MARKET INFORMATION

- ☐ Online research
- ☐ Market visits
- ☐ Local advisors
- ☐ Networking
- ☐ Customer interviews
- ☐ Personal contact
- ☐ Trade counselors
- ☐ Export advisors



AREA	TOPICS TO EXPLORE	RELEVANCE			WAYS TO GATHER MARKET INFORMATION	EXPECTED FINDINGS
		Low	Med.	High		
Potential customers						
Potential partners						
Competitors and colleagues						
Role models						
Network, conferences and trade fairs						
Literature						
Business customs and culture						
Legislation and politics						

Date:

Name:

Company: