**Market Research Worksheet**

***Instructions:*** Read and complete the following steps.

1. Design a market study that will inform your organization about:

* The potential market for the new product or service
* The specific benefits the target market will expect from the product or service
* Adjustments that should be made to the prototype of the product or service prior to launch, to meet the needs of the target population
* A reasonable price for the product or service
* The place from which the product or service should be delivered
* The quantity of the product or service that will be needed to meet potential market demand
* Techniques to motivate people to use the product or service

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1. Prepare a brief description of the market study you plan to undertake. The description should include information about:

* The product or service you plan to introduce
* The objectives of your market study
* The research method you will use to collect data and information
* The sample population you will study
* The questionnaire you will use
* The data collection plan

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