

Market Research

Think of your market as the buyers of what you are selling. To be successful in selling to them, you will have to be able to relate to them. You will need to know who they are, what they want, why they want it, where they are, and how to reach them. Then you can put together selling messages and media that will be meaningful to them. **A good place to start your research is to evaluate the strengths and weaknesses of your competitors by answering these same questions for them.**

Who are your customers?

- Gender
- Age
- Ethnic background
- Income level
- Level of education
- Household role (children, teens, parents, single adults, elders)
- Lifestyle (pet owner, beach goer, music lover, gourmet)
- Occupation (professional, artist, business owner, farmer, factory worker)

What does your customer want?

- Status
- Security
- Health
- Education
- Entertainment
- Love

Why does your customer want what you are selling?

- Is it a necessity?
- Is it a luxury?
- Is it convenience?
- Makes them feel safe?
- Makes them happy?

Where are your customers located geographically?

- Country and state
- Urban, rural or suburban
- Climate
- Transportation systems
- Media/internet access

How will you reach your customer?

- What message will get their attention?
- What media will you use to deliver the message?

(Some) resources for market research

U.S. Census data - <http://www.census.gov/>

State statistics -

<http://www.census.gov/quickfacts/table/PST045215/00>

State of Massachusetts business resources -

<http://www.mass.gov/hed/business/start-business/new-business-steps.html>

Mass Small Business Development Center Network's resources & links -

<http://www.msfdc.org/berkshire/links.html>

Google -

Industry-specific trade associations -

Industry-specific consumer associations -

Town Hall -

http://www.townofgb.org/Pages/GBarringtonMA_WebDocs/permitslicenses