

# Worksheet 2.2 Current Market Assessment

Complete this worksheet for each of your major products or services. Be as specific as you can and, where relevant, include numeric facts and figures. These will be the basis for projections you'll make later on for the strategies that you consider.

**Product/Service:** \_\_\_\_\_

## Markets Served: Geographic/Customer Segments

Answer the following questions for each major market segment (geographic and/or customer type) you serve. Use additional sheets if this product has more than three major market segments.

| Segment                            | 1. _____ | 2. _____ | 3. _____ |
|------------------------------------|----------|----------|----------|
| Potential Number of Customers      | a. _____ | a. _____ | a. _____ |
| Current Number of Customers        | b. _____ | b. _____ | b. _____ |
| Current Sales Volume               | c. _____ | c. _____ | c. _____ |
| Current Sales per Customer (c / b) | d. _____ | d. _____ | d. _____ |
| Potential Sales Volume (a x d)     | e. _____ | e. _____ | e. _____ |

## Unique Characteristics

What are the unique features that distinguish this product or service? For which customer segments are they important? How easily can they be imitated by competitors?

**Characteristic 1:** \_\_\_\_\_

Appeals to which segments? \_\_\_\_\_

Easy for competitors to imitate?  Yes  No

**Characteristic 2:** \_\_\_\_\_

Appeals to which segments? \_\_\_\_\_

Easy for competitors to imitate?  Yes  No

## Distribution

Describe the current distribution channels for this product.

**Logistics:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Market Locations:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Market Intermediaries:** \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

**Marketing Costs (transportation, labor, spoilage, price discounts for intermediaries):**

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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**Pricing**

What price do you receive for this product or service, and how does it compare to the price of a typical competitor? How much power do you have to set the price for this product or service? How sensitive is demand to price changes?

**Typical Price and Price Range:**

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**Price Relative to Competitor:**

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**Our Power to Set Prices:** \_\_\_\_ Low \_\_\_\_ Some \_\_\_\_ High

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**Demand Sensitivity to Price Changes:** \_\_\_\_ Low \_\_\_\_ Some \_\_\_\_ High

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**Promotions**

Describe the strategies you use to promote consumer awareness of this product or service. How effective are they in reaching your most important potential customers? How costly are they?

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**Changing Market Conditions**

Describe important trends of the supply and demand side of the market for this product or service. Are there important new competitors or competing products? Is demand expanding?

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