



Entrepreneurship
LAP 6 –Market Analysis

Name _____

Period _____

Date Started _____

Date Completed _____

DoDEA Standards

- PT4 Information and Research** – Use information-gathering techniques, analyze and evaluate information, and use information technology to assist in collecting, analyzing, organizing, and presenting information.
- PT4a** Access information efficiently and effectively.
- PT4c** Use information accurately and creatively.

Objectives

- ◆ Define the areas in which to conduct market analysis
- ◆ Describe how to conduct effective market research
- ◆ Explain how to analyze an industry
- ◆ Explain how to analyze a target market

Resources Entrepreneurship and Small Business Management Chapter 6: Market Analysis
Workbook

The Best of Young Entrepreneurs – Activity 6

Time Frame 5 hours

Introduction

One of the biggest preventable causes of failure at start-up is not understanding the industry and the market. You need to conduct effective market research before you start your business to increase your chances of success.

Assignments

Where appropriate and possible, written answers must be in complete sentences and keyed. Turn in completed activities as directed by instructor.

- _____ **Read** pp. 90-97 Text, Section 6.1
- _____ **Complete** p. 65-66 Review Key Concepts, Student Activity Workbook
- _____ **Complete** pp. 67-68 Activity 1, Student Activity Workbook
- _____ **Read** pp. 98-104 Text, Section 6.2
- _____ **Complete** p. 69-70 Activity 2, Student Activity Workbook
- _____ **Complete** pp. 71-72 Self-Test, Student Activity Workbook
- _____ **Complete** pp. 15-16 Activity 6, The Best of Young Entrepreneurs
- _____ **Complete** pp. 73-74 * Database Application, Student Activity Workbook
- _____ **Do not do Chapter 6 Test. The self-test meets this objective.**

*Database Application in Student Workbook may be completed without the software to complete the analysis. Software was not available to evaluate at time LAP was prepared.

Self Assessment - "I/I can . . . "

- _____ define the areas in which to conduct market analysis.
- _____ describe how to conduct effective market research.
- _____ explain how to analyze an industry.
- _____ explain how to analyze a target market.