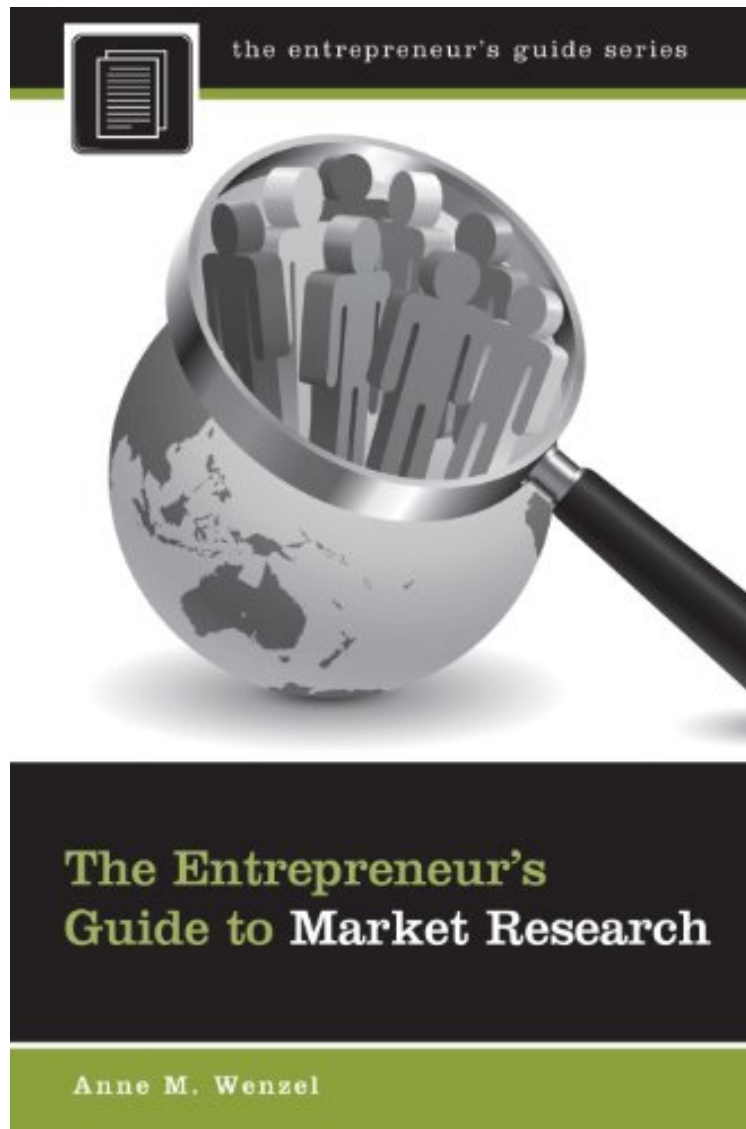


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The Entrepreneur's Guide to Market Research

Anne Wenzel

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Planning your new business starts here. This invaluable guide arms entrepreneurs with all they need to know to research and analyze potential markets—key steps in constructing effective marketing plans, establishing sound financial forecasts, and finding backers. • Worksheets for compiling demographic information, templates for

market analysis and the business plan, and a grid for analyzing the competition; Case studies showing how entrepreneurs have used market research information to develop profitable business strategies; A business-plan template with guidelines for each section; Tips and insights for completing market research in each chapter; Online and community resources in each chapter; Bullet point summarizing steps at the end of each chapter