

Marketing Your Business

- Who are my customers? (This determines your target market)
- Where are they?
- How many are there? (This indicates your market size)
- What are their needs?
- How can I reach them? (The distribution of your product is very important. Where your product is located can affect how well it sells.)
- How much will they pay? (The pricing of your product is also very important. You must take into consideration what your competitors charge.)
- Who are my competitors?
- Are my competitors successful? (If so, why? If not, why?)
- How do my competitors market their business?
- What are the market trends? (What are people buying? It is important to be aware of market trends. This relates back to knowing your customer's needs. Try to distinguish between trends and fads.)
- What are the technological trends? (One obvious answer to this question is the Internet. Will you be using technology? How can it be used to help your business?)