

# MARKET SURVEY

*To be done before every business start-up*

## Objectives

- Know the methods and tools: Specification of your different markets and offers.
- Quantification of important indicators, to take decisions.
- Including a market surveys specific section for small businesses.

## Concerned people

- 👉 Business founding director
- 👉 Person in charge of Business Unit
- 👉 Business manager and marketing manager
- 👉 More generally every player who has to organize a new business.

## Knowledge required

Business knowledge

## Duration

2 to 5 days. Possible to be individually coached

## Pedagogy

Lectures – Experience sharing between participants.

Pratice :

- Study of your real situations.
- Use of practical tools

## Developed Know-How programme

### 👉 **Market survey in marketing approach:**

« Customers factory » - Strategic marketing, mix marketing and operational marketing – The market survey: Its interest – Main steps.

### 👉 **Supply chain**

Describe supply chain and its environment: Customers, suppliers, distribution, influencers, competition: trends, constraints.

Description of the macro economical environment (PESTEL model)

*Pratice : Describe your supply chain and its environment*

### 👉 **Supply and price validation**

What do we have to know to validate the supply:

Purchasing behavior, usage behavior, etc.

Products specific elements

Services specific elements

Determine pricing policies and validate them: Information sources: documentary studies - Meetings – Non directive interviews, etc. Studies categories.

*Pratice : Building up questionnaires and carrying out documentary researches*

### 👉 **Prospective customers**

Qualitative segmentation:

Definition, interests. Modes of operation. Choose the territories.

Determine the potential, quantitative studies :

Definition, interests. Modes of operation.

*Pratice: Apply the segmentation to a project: your project, or a business case – Find key figures.*

### 👉 **Competition study**

Porter's 5 forces analysis – Different competition kinds – Factors that can influence the market. Competition analysis tools: Qualitative and quantitative.

*Pratice: Analyze your direct and substitute competition, other possible factors influencing your market.*

### 👉 **Operational and strategic orientations**

Positioning: Definitions. Positioning strategies: undistinct, distinct, niche positioning. BCG and McKinsey matrixes

*Pratice : Define your positioning*

### 👉 **Specific to a start-up positioning:**

Market survey adaptations to the small business. SWOT – Positioning policies. Supply / market matrix.