**Analyzing the Market**

**Fill in the table.**

|  |  |  |
| --- | --- | --- |
| **Trend** | **Opportunities for Entrepreneurs** | **Opportunities for Enterprising People** |
|  |  | a. |
|  |  | b. |
|  |  | c. |
|  |  | d. |

**Complete the following research using the iPads:**

1. What market is your product or service sold in?

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

b) If applicable, which trend does your product/service fall under? (see table above)

c) As an entrepreneur (of your teams company), what type of opportunities do you have in the market? (see above- you can also add in others based on your research)

d)From the list of **opportunities of enterprising people** how would your company benefit all sections?