**Marketing Research Notes**

1. After your research from last class did you determine whether there was a market for your company’s product? YES or NO (please circle) If not, what alterations will you and your company make?

2. Another strategy for market analysis is \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

3. Forecasting is:

4. Some ways to forecast are?



5. What are the two steps in **how** to forecast?



6. Following market analysis, comes \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.

7. Define in your own words **Market Analysis:**

8. There are two types of marketing research.



9. **Primary** Research is research that:









10. **Secondary** Research is research that:



11. The 7 Steps or Marketing Research are

1.

2.

3.

4.

5.

6.

7.