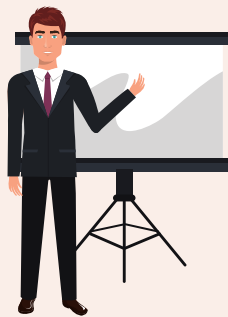


WHAT IS MARKET ANALYSIS?



The market analysis is a process of assessment and determining different factors and conditions in a market within a special industry.

KEY DIMENSIONS INCLUDED IN MARKET ANALYSIS:

MARKET SIZE



Market size is the number of people or organizations who are the potential buyers and sellers of a given product/service.

The market size gives you an idea how big is the market.

MARKET GROWTH RATE



Market growth is the increase in size or sales within a particular target market over a given period of time.

You need to know how fast is the growing, what is the market growth potential, is the market increase or decrease and etc.

MARKET TRENDS



A market trend is a perceived tendency of a market upward or downward movement over a specific period of time.

The trends give you answers to the questions such as what the customers like, how much they are willing to spend on it, what other captures their attention and etc.

MARKET SEGMENTATION



Market segmentation is the process of dividing a market (existing and potential customers) into groups of consumers known as segments.

This splitting is based on some type of similar needs or demand characteristics.

ASSESSING THE COMPETITION



Understanding and assessing the competition give you a deep knowledge of who your customers are, what their strengths and weaknesses are, what they are offering and etc.

ENVIRONMENTAL FACTORS



It includes social, economic, political, legal, and technologies factors.

These factors represent the whole environment where your business operates.