

## Hand-out: Orientation on the market

Think of a product or service that is not yet invented, but for which you see a market. Try to design a simple analysis for this product/service by clustering the relevant information into different categories. For support, try to answer the following orientation questions:

- Who is the target group that is interested in my product (age, gender, income status, etc.)?
  
- Why do they like my product (shape, size, colour, etc.)?
  
- Are they willing to pay a suitable price for it?
  
- Will they always want to buy the product regularly or seasonally (sustainable)? Or will they stop buying it completely (unsustainable)?
  
- How many of my products or hours of my service will be needed?
  
- Where should the product be available (location of sales points)?
  
- Who are my competitors?