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GreenBizz: Market Analysis

Your company has completed three separate documents analyzing the market for your product. First, you examined trends and statistics to determine whether there is an *opportunity* for your product to succeed. Second, you examined your potential *competition* to ensure your products are differentiated from theirs and set to compete effectively. Finally, you created a *customer profile* to ensure you most effectively market your product to the correct target audience.

Now, you will combine all of these materials into a single section for your business plan. However, this is not as simple as pasting the three sections together. Your task now is to combine all parts into *one* document. This means each section must flow together in a consistent voice and any redundancies between documents need to be removed.

Additionally, The Market Analysis will be the first section of your business plan formatted in InDesign using your style guide. It is essential that you include graphic and visual support for your arguments within the text. Use subheadings where appropriate to break up your text and to identify the separate sections.

The sections to be included in the Market Analysis are as follows:

Opportunity Assessment: Use research to support your claim that an opportunity exists for your product/service to sell. Ensure that you can demonstrate a sizable current opportunity and a strong potential for continued growth.

Competitive Analysis: After identifying and analyzing the competition, you must then identify specific competitors satisfying the same need as your product (i.e. energy, shelter, safety, etc.) and discuss how your product will differentiate itself. In short, what is your product's competitive advantage? Why would consumers buy your product instead of your competitor's product?

Additionally, you must create a competitive matrix showing in a single chart how your product compares to your competition across a wide variety of features.

Customer Profile: Identify your potential customers (demographics, geographics, psychographics). Use research from your customer surveys and other sources to support your conclusions both visually and in writing.