

Topic: **Market analysis**

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**Every innovative and efficient business plan should include a market analysis - the most important reason to prepare a business plan. In most cases, the market is changing all the time, it means that every growing company needs to watch for any changes and at least every year do an adaptation of its business plan to follow the clients expectations.**

Using effective market research, a business company can gain valuable information about any competitors, demographic and economic changes and market trends.

The very important thing is to determine the target, then the four P's of marketing - price, product, placement, promotion are used to market the product or service.

**Learning goal:**

To raise knowledge how to **properly prepare a market analysis**, important for making a successful business plan.

**Learning objectives:**

By the end of this session participants will:

- obtain necessary knowledge about the market analysis methods and useful tools,
- know the methods of market analysis making decisions when the business idea is ready to go,
- know how to use modern communication/gamification tools during group work.

**Methodology:**

- lecture (illustrations, graphs, infographics, multimedia tools),
- gamification (using mostly ICT trendy tools),
- group work, discussions.
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**Content:**

1. Getting the information.
2. Segmentation.
3. Market size and growth.
4. Market trends.

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**Structure:**

**1. Welcome and introduction, work rules:**

(10 minutes)

Welcome all participants in this session. If you have not done it yet, introduce yourself and share some information regarding your background.

You should present shortly the subject of this session and teamwork rules. It is a good idea to divide the group of participants into smaller teams (3-4 persons).

Inform young people that they have to be very active, because at the end of the session you will do a short competition for them.

Using ICT tools like AnswerGarden (<https://goo.gl/kYbqMJ>) you can ask the group what is the market analysis or why companies require market analysis? It is good to comment frequent and common answers.

*Hint: before the session, please ask the participants to bring smartphones or tablets with them.*

**2. Lecture 1 and exercise 1, The best market information sources:**

(15 minutes)

- Local chamber of commerce.
- Government statistics.
- Other commercial statistics.
- Internet searches to track down the information.

Ask young people if they have any ideas what are the best market information sources. Record their main findings on flipchart. After getting some answers, you can give every group the flipchart and ask them for more examples.

After about 5 minutes of teamwork (or less, if the manage to do the task fast), ask one participant from every group to make a small presentation of their results.

*Hint: prepare the right amount of flip charts and markers, depending on group size.*

**3. Lecture 2 and exercise 2, What is the market segmentation?**

(15 minutes)

You should introduce young people to the market segmentation topic. Please give them some examples and ask them to prepare their own ideas (every group can have in mind a different company), using ICT comic-creating tool such as: ToonDoo (<http://goo.gl/o1tvWc>) or PixTon (<https://goo.gl/I6rUPS>).

After about 10 minutes of teamwork, ask one participant from every group for a presentation of their comic (please try to have another person making the presentation, than in the previous exercise).

*Hint: before the session you can prepare you own comic and show it as an example during the session, to make the process faster.*