

LESSON 3

Market Research

Possible Discussion Questions

- What is a market?
- Do you think there is information you don't know about your market?
- How could you get this information?
- What is market research?
- Why do you need to do market research?
- How do you think market research is used?
- What kind of information do you think would be the most useful?
- How could market research help minimize risks?
- What are the different ways of doing market research?
- Have you ever taken part in a market research survey?
- What kind of market research information would be useful for your business idea?
- How do you think you could get the information you need?