

Your Market Analysis



Briefly summarize your data from each section of this guide into the space below. These responses also complete the market analysis section of the D-SRC Business Plan Template.

Your Customer & the Market Opportunity

Describe your customer and the market opportunity presented by their unfulfilled need

Prime Civic & Digital Markets

Describe your customer and the market opportunity presented by their unfulfilled need

Direct Competitors

Which similar companies will you observe and learn from?

Market Conditions

Describe your customer's response to their unfulfilled desire or need? Which social barriers and local regulations influence how you can sell?

Unique Value

What makes your company and its offering special?

Strategic Marketing

What are the most beneficial marketing strategies for your business?
