**MARKET RESEARCH FINDINGS TEMPLATE**

Now that you have carried out your market research it is important to draw out the key findings and consider how they impact on you taking your business idea to market. Complete this table and save it in your portfolio.

|  |  |  |
| --- | --- | --- |
| What did you learn from your research? | What does this mean for your business idea? | Is your business still viable? YES/NO |
| 1. |  |  |
| 2. |  |  |
| 3. |  |  |
| 4. |  |  |
| 5. |  |  |
| 6. |  |  |
| 7. |  |  |
| 8. |  |  |
| 9. |  |  |
| 10. |  |  |