

Entrepreneurship

Chapter 6 Outline

Name: _____

Date: _____

Key Terms

Industry

Market

Target segments

Market segments

Psychographics

Industrial markets

Market research

Exploratory research

Descriptive research

Historical research

Secondary research

Primary research

Sales potential

Barriers to entry

Economies of scale

Brand loyalty

Proprietary technology

Market share

Niche

Customer profile

Customer needs analysis

NOTES

Defining Areas of Analysis

Conducting Market Research

Looking at Industries

Looking at Target Customers