

Market Analysis: Assessing Your Business Opportunities

By William Winston, Robert E Stevens, Philip K Sherwood, John Paul Dunn

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Planning is a critical process when starting a new business or introducing a new product. Market Analysis shows readers how to execute a feasibility study for more effective planning. A step-by-step approach leads the reader through the feasibility analysis process and describes what needs to be done and how to do it. Techniques and tools used in preparing a feasibility study are emphasized and can easily be applied directly from the book to real situations. Three sample feasibility studies are included to demonstrate the application of tools in manufacturing, service, and non-profit settings.Market Analysis contains all the information needed to complete a feasibility study and a complete outline of a business plan. It covers such important topics as strategic management and planning, determining market size for a product or business, analyzing costs and returns on investment for new products and services, sources of capital for new ventures, and analysis of competition. An annotated bibliography of sources of data used for feasibility studies is included for quick reference. Market Analysis is the ideal guide for all strategic planners, market analysts, and marketing researchers. Anyone considering starting a business or launching a new product will find this practical book packed with invaluable information.Translated into Chinese!

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