



Market Research...

- use Market Research Game to introduce lesson.
- have students come up with their own questions.



Workbook... Documenting your progress! ?
① Colour? ② Size? ③ Style? ④ Performance?

Complete the following: ⑤ Cost?

Section 2 / Part C - What Your Customers Want

Answer → Other: _____

Type and print off your questions and go out into your market to get information from your potential customers.

Tally your results...get lots of responses!