

Entrepreneurship and Business Planning

BHS ICE Centre | April 2020

Assignment #4a – Market Research Questions

Please ensure that you complete the task of creating a business model canvas and read through the Market Research PowerPoint... both are posted on my teacher homepage before beginning this assignment.

Your market research assignment is to make a survey to ask your potential customers. The goal is to create a survey and get a **minimum of 50 responses**.

- You should have between 5 and 12 questions that will help you gather valuable insights into your business idea.
- Think about the different questions you might ask regarding factors such as price, features, buying habits, etc...
- Review the Market Research PowerPoint to get some ideas.
- Submit your questions along with possible answers (if multiple choice form) and email them to Ashley.Hallihan@nbed.nb.ca.
- I will review your questions and provide some feedback before we move to **Assignment #4b - Creating an Online Survey**. I will provide instructions on how to create an online survey that you can share next week. Please don't share your survey before I have provided feedback on your questions.