

Entrepreneurship and Business Planning

BHS ICE Centre | April/May 2020

Assignment #7 – Market Research Report

What did your market research show?

Now that you have completed your consumer surveys for your business venture, you are required to submit a report to that summarizes the data that you collected.

In a PowerPoint format or using Google Slides, you should share the following information, each bullet point should represent a separate section or page.

- The number of total consumers surveyed
- How the survey was administered (verbally with you recording results, paper copy handed out to consumer, supervised by you, not supervised by you, collected by you, collected by someone else, etc...)
- The locations where the survey took place.
- The breakdown of results of each question that you included in your survey.
- You can represent this information in a list, a pie chart, a bar chart or other graphic representation of your choosing.
- For each question, what information did you gain and what decisions have you made about your business going forward.