



YOUNG ENTREPRENEUR FOUNDATION

Mini Market Research

Exercise 2-4

1. **Using your business from Mind Mapping, develop a questionnaire using 3 of the 6 points below. Interview at least three people and record your answers, as Primary Data.**

- Who is your market?
- What are your customers' likes and dislikes?
- Where are your customers?
- When should you start your business? Is the timing right?
- How should you price your product / service?
- How are you different from your competition?

Three questions you will ask for your poll:

2. **Prepare a mini-presentation about your findings.**