



# The Entrepreneur's Guide to Market Research

By Anne Wenzel

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Planning your new business starts here. This invaluable guide arms entrepreneurs with all they need to know to research and analyze potential markets—key steps in constructing effective marketing plans, establishing sound financial forecasts, and finding backers.

- Worksheets for compiling demographic information, templates for market analysis and the business plan, and a grid for analyzing the competition
- Case studies showing how entrepreneurs have used market research information to develop profitable business strategies
- A business-plan template with guidelines for each section
- Tips and insights for completing market research in each chapter
- Online and community resources in each chapter
- Bullet point summarizing steps at the end of each chapter

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### Editorial Review

#### Review

"Wenzel (market research professional and faculty member, Baker College Online) covers the field of market research from beginning to end, effectively combining theory and real-world application. She offers a clear, concise understanding of market research, e.g., primary versus secondary research, qualitative versus quantitative, its key functions, and appropriate uses. . . . This volume is a succinct encyclopedia of market research and a useful guide to conducting a business plan. Practitioners, particularly those expanding into new markets or developing business plans for the first time, will find this work especially useful." - **Choice**

#### About the Author

**Anne M. Wenzel, MA**, is principal with Ecosystems, an economics and market research firm located in Menlo Park, CA.

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