



ClickRegion.

CONSIDER THE MARKET

	CUSTOMERS POINT OF VIEW
WHAT PROBLEM NEEDS TO BE SOLVED?	
HOW DO YOU SOLVE IT?	
COMPARE YOUR ANSWER WITH WHATS IN THE MARKET	
	RESEARCH THE MARKET
WHERE CAN YOU GATHER INFO FROM?	I.E. SURVEY, FEEDBACK, ASK FOR AN INTERVIEW
	BE VISUAL
HOW SHOULD I DISPLAY THE DATA?	USE CHARTS OR GRAPHS TO SHOW IMPORTANT NUMBERS



DATE.		
DATE:		

ClickRegion.

		YOUR BUSINESS	COMPETITOR #1	COMPETITOR #2
	POINT OF DIFFERENCE			
	LOCATION/ ACCESSIBILITY			
	QUALITY OF SERVICE			
	EMPLOYEES			
	ADVERTISING EXPOSURE			
	PRIMARY CUSTOMER			
	SECONDARY CUSTOMER			
	TARGET CUSTOMER			
	PRODUCTS			
	PRICING			
	OTHER POINTS			