Worksheet 4: Existing Market Demand

How, many potential buyers are included in your target market at this time?

_____
_____
_____
_____

What is the average purchase volume or frequency of service per buyer per year in your target market?

_____
_____
_____
_____

What is the total purchase volume or number of services per year in your target market?
(Multiply the number of buyers by the average volume or frequency.)

_____
_____
_____
_____

What sources of information did you use in completing this worksheet?

_____
_____
_____
_____