**MARKET ASSESSMENT**

*This template is intended to serve as a guide in preparing the Study Outline and the Proposal. These will be the key elements that the SMART Reviewers will be examining to determine whether or not to approve the Assessment Funding Request.*

**Applicant Name: Phone:**

**Company: Email:**

**Address:**

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| 1. **Overview Target Market** |
| 1. **Identify major target markets for product. (Identify Market size by industry and in total wherever possible)** |
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| 1. **Identify product sales potential by industry. (An orderly market penetration and market forecast for product needs to be developed)** |
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| 1. **Describe the rate of market/sales penetration and market share for product based on the estimates of total market potential by industry including the competitive strategy that will be developed for the product. (What is the market share/sales growth)** |
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| 1. **List potential outside influencing factors that may affect the marketability of the product and how you anticipate overcoming these risk factors.** |
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| 1. **Identify major purchasing influences and influencers for product. What are the important purchase influence factors?** |
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| 1. **Cost of Study.** |
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| 1. **Time frame for Study completion.** |
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| 1. **Market Structure** |
| 1. **Who are, and who will be, the major competitors for your product?** |
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| 1. **How strong is the current and potential competition?** |
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| 1. **Who are the customers of these competitors? What industries do they serve? Where are the market gaps for product to exploit?** |
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| 1. **What products are offered by the competition? How do competitive products compare with your product on quality, price, packaging and features? How do the services of the competitors compare with those potentially offered by your product?** |
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| 1. **How can you best position your product in the market relative to your competition?** |
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| 1. **What percentage of the total market does each of your competitors hold?** |
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| 1. **What are the major sales drivers in each potential target market industry? (e.g. automotive, aerospace, medical instrument, machinery)** |
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| 1. **What level of sales growth is anticipated in each target market industry over the next three years?** |
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| 1. **SWOT Analysis (Include both and in-depth Internal and External analysis)** |
| 1. **Internal Analysis**   **Indicate the strengths of your company that places it at an advantage over the competition. (i.e. patents, financial resources, reputation, etc.)** |
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| 1. **External Analysis**   **Indicate a review of the weaknesses of your company impacting its ability compete.**  **(i.e. economic environment, regulatory affairs, new competitors, etc.)** |
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| 1. **Opportunities**   **Identify your company’s largest opportunities as it relates to the export market.** |
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| 1. **Risks**   **Identify your company’s largest risks as it relates to the export market.** |
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| 1. **Recommendation** |
| **What is the Consultant’s recommendation for pursuing the export market?** |
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Please upload this document using the online submission form with your application for assessment funding.  Ensure you also upload a detailed proposal from the Qualified Service Provider that clearly outlines the parameters of the study, the costs of the study, the name of the consultant completing the assessment and the expected timeline.