



Topic: Market
Analysis

Know Your Market

A Guide to Market Analysis

Introduction

A successful business will have extensive knowledge about their customers and competitors - that is a fact. Whether you are starting a new business, looking at a new geographic region or launching a new product or service, conducting a **Market Analysis** is essential to determine if there is a need for your idea, and to determine the correct approach to fulfilling this need.

Launching into a new market requires an understanding of the opportunities and risks; the first step in developing your marketing plan, and the ongoing development and/or diversification of your product or services portfolio must be gaining accurate and in depth information about your existing customers, potential clients, competitors and trends in your target markets.

Since 1992 Business Advantage has been helping hundreds of IT vendors and their channel partners make informed decisions about new market opportunities, assess market sizes and trends and plan their marketing strategies. Our specialist researchers are skilled at obtaining detailed information and providing accurate analysis of complex data sets; they are also well versed in collecting and processing trends analysis information. We share our [whitepaper](#) with you, and hope our experience will assist in making your research a success.

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