

With in the market analysis section, you need to define the market toward which your product will be targeted. The market definition will start with a broad overview of the industry and conclude with the definition of the market share, which the product can reasonably sustain.

The market analysis should chart items like sales history, current demand and future trends for your product or service based on the customer base you target.

Here is a sample of a market analysis:

Sales of a Product (Example)

Sales of Children's Products

