




Market Validation Research

IS YOUR IDEA WORTH PURSUING?

 Your notes

WHY?

Before you invest a lot of time, energy and money launching a venture, it's really important to find out if your idea is viable. Market research helps you to make sure your proposed product or service is going to meet target customer/client needs, and figure out how your marketing will reach and connect with them most effectively.

WHAT?

Well executed market research will help you pin down who you're marketing to, what they value, how they make their consumer decisions, and what your competition is.

WHERE?

There is a lot of background research you can do online. To get an overview of wider market trends and regionally specific data, there are local and national government sites, trade and industry sites, consumer associations and marketing research companies. Check out www.business.govt.nz/getting-started/taking-the-first-steps/how-to-research-your-market-and-competitors for some great links and suggestions to start you off.

WHO?

Define who your target market is. The more specific you can be, the better e.g. age, gender, location, household income and size, spending priorities etc. Focus on understanding them, their needs, and their wants as much as you can.

HOW?

Ask your own questions! Seek feedback from potential customers/clients on their needs; what attracts their interest and makes them act; what they're willing to pay; what keeps them engaged – and what they do or don't like about your market competitors. You can test taglines, logos, packaging, offers and loyalty campaigns.
You can: chat with individuals; hold focus groups; run online surveys; create a community of interested consumers; get a group to test your product/service.

AND THEN... **Move on!** It's important not to get bogged down in market research.

At some point, you need to launch your product or service. You can keep evaluating, seeking feedback from loyal customers (and ones that haven't yet engaged with your product or service), and keep adapting to increase your reach and refine your offering as you grow.