

Carry out a market analysis

This exercise will help you to understand the importance of a correct market analysis in order to define the customers' needs, the main competitors and stakeholders.

Tasks

1. Create a stakeholder matrix in order to define the main stakeholders for your business.

Stakeholder	Interests	Attitude	Behaviour	Measure

And one more question:

If the project will be carried out... What will stakeholders gain if the project is carried out? And what will they lose?	If the project won't be carried out... What will stakeholders gain if the project is not carried out? And what will they lose?
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2. Analyse the main competitors and carry out a SWOT analysis related to our company using Creately or Canvanizer

Tools:

- <http://creately.com>
- <https://canvanizer.com/>

3. Create a customer need's questionnaire with Google form.

Tools:

- Google Form - <https://docs.google.com/forms>