

Florida Market Research Workbook

(Fill this in as you complete each step above)

Step 1 – Statewide Economy

- Key trends noted: _____
- Industries of interest: _____

Step 2 – Demographics

- Target age range: _____
- Target income level: _____
- Other demographics: _____

Step 3 – Industry Analysis

- Industry growth rate: _____
- Profit margins: _____
- Key competitors nationally: _____

Step 4 – Local Market

- Target county/city: _____
- Local opportunities: _____
- Local risks: _____

Step 5 – Competitors

- Top 5 competitors locally: _____
 - Their strengths/weaknesses: _____
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Step 6 – Consumer Trends

- Trending products/services: _____
 - Seasonality factors: _____
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Step 7 – Licensing

- Required licenses: _____
- Estimated cost: _____
- Timeline to acquire: _____