



# Market Opportunity Analysis: Text and Cases

*Robert E Stevens, David L Loudon, Philip K Sherwood, John Paul Dunn*

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The key to success in business is planning. And the key to successful planning is using a proven format to analyze your product's marketability

Market Opportunity Analysis: Text and Cases guides you step-by-step through the complicated process of determining the feasibility of marketing a new product or service. As financial markets struggle with changing interest rates, government policies shift back and forth on tax increases, decreases, and deficit spending, and international competition in major product categories is at an all-time high, business managers are forced to reevaluate the basis for success. The authors of this unique book combine decades of practical experience in market research, strategic management, consumer behavior, and new venture creation to help you develop the analytical skills you need to focus on what needs to be done—and how to do it.

Using ten real-life case studies with sample reports of actual analyses, Market Opportunity Analysis: Text and Cases examines the factors that influence feasibility analyses, including external considerations (market size, competition, technology, inflation and the economy, government regulations, political conditions, social change), internal factors (purpose, corporate objectives, resources), and financial considerations (revenue estimates, cost estimates, return on investment). Ideal for classroom use, the book is accompanied by an instructor's manual, Microsoft PowerPoint® slides, and appendices that include secondary data sources for market assessment and a sample market opportunity analysis report.

Market Opportunity Analysis: Text and Cases examines:

- corporate objectives and strategies
- identifying a market
- bases for market segmentation
- estimating the potential of new and existing products
- competitive strategies and resources
- the competitive market mix audit
- decision flow charts
- positioning a product
- cost forecasting
- analyzing investments
- developing a written business plan
- and much more!

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