**Market Analysis Template**

Identify and describe your prospective customers in the following categories. Note the distinction between customers (purchasers) and clients (those to whom goods and services are delivered).

|  |  |
| --- | --- |
| Customers who are also clients and purchase services for themselves. They may use their own money or funds provided to them by other organisations to buy from you |  |
| Funders who give you money to recruit and serve beneficiaries |  |
| Customers who pay you to deliver services to their own clients |  |
| Commercial customers paying full rate, possibly in part persuaded by the fact that some of the profit made will be applied to *pro bono* work for beneficiaries that you select |  |

Which of those categories and customers will you be relying on to support your social business?

|  |
| --- |
|  |

How do you know that those markets are big and capable enough to support your social business?

|  |
| --- |
|  |

How will you go about engaging with those customers?

|  |
| --- |
|  |

If you have carried out or are planning to carry out any market research, detail here:

|  |
| --- |
|  |