**EXERCISE: My Market Research Planner**

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| **Information Required** | **Why I want it** | **Source/Research Method** | **When it will be done** | **Cost** |
| **The Market:**  (Size, Trends, Structure, Growth predictions, etc.) |  |  |  |  |
| **Competitors:**  (Who, products and services, marketing and promotional activity, etc.) |  |  |  |  |
| **Customers:**  (How many, who they are, what they think, etc.) |  |  |  |  |
| **Other:** |  |  |  |  |