

Market Segment Evaluation Report

Date: _____

Prepared by: _____

1. Executive Summary

2. Market Segment Description

3. Customer Profile

- Demographics: _____
- Psychographics: _____
- Needs & Behaviors: _____

4. Market Size & Growth

Market Size: _____

Growth Rate: _____

Data Sources: _____

5. Competitive Analysis

Competitor	Market Share	Strengths	Weaknesses
_____	_____	_____	_____
_____	_____	_____	_____

6. Segment Attractiveness

1. Profit Potential: _____
2. Barriers to Entry: _____
3. Strategic Fit: _____
4. Other: _____

7. Risks & Challenges

8. Recommendations
