

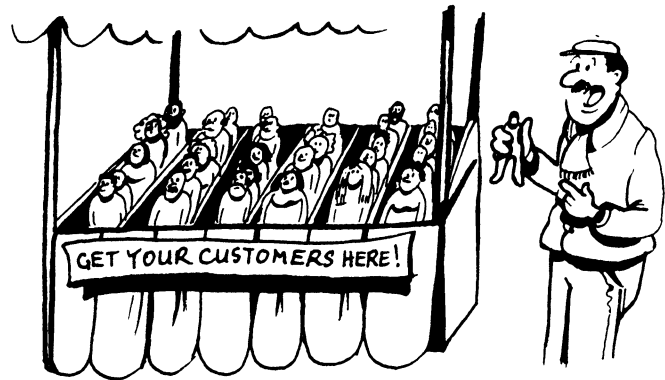
# —WHERE IS THE MARKET?—

One important thing you need to know before starting your business is where you will find your customers (your market).

Can you answer these questions?

How far will you be prepared to travel in order to find, or work for, customers?

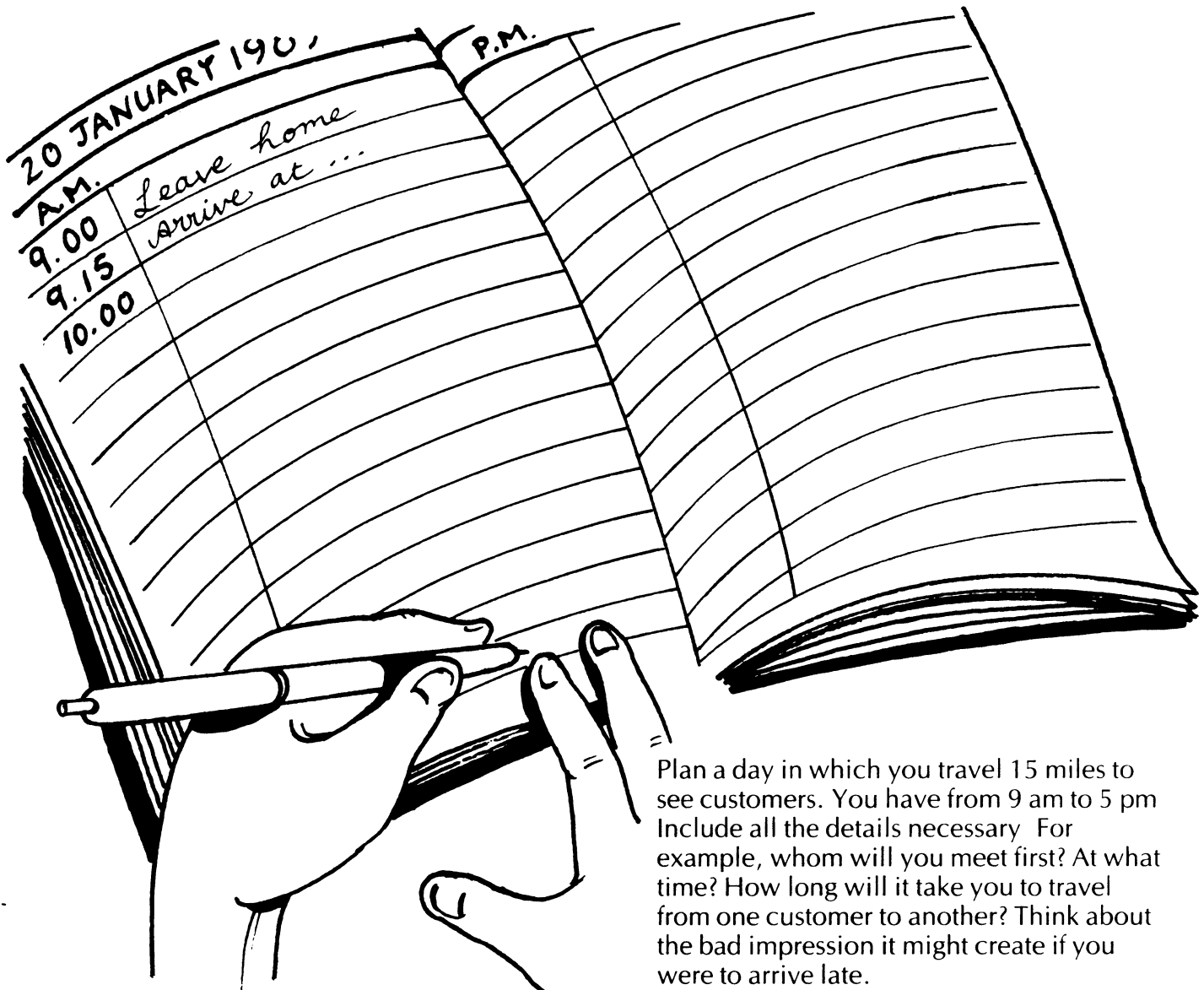
- 1 mile
- 5 miles
- 10 miles
- 20 miles
- Further than 20 miles



How will you travel to your customers?

How much will that cost?

How will your customers get to know about you?



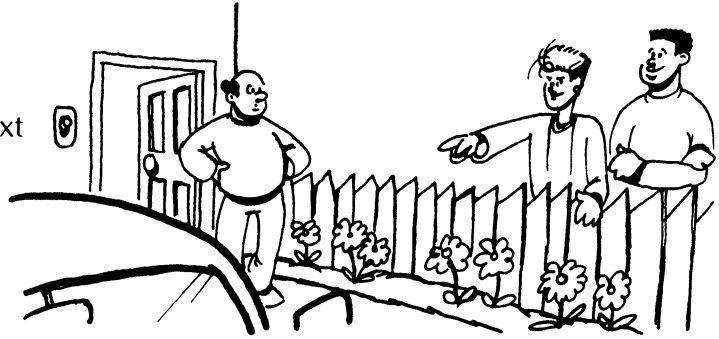
Plan a day in which you travel 15 miles to see customers. You have from 9 am to 5 pm. Include all the details necessary. For example, whom will you meet first? At what time? How long will it take you to travel from one customer to another? Think about the bad impression it might create if you were to arrive late.

# IS THERE A MARKET?

Where will you find your customers?

At first, your customers may simply live next door, but family and friends will not keep you in work forever

How many ways can you think of to find your customers?



One way is to draw up a questionnaire. This can get you talking to people who might become your customers. It also gives you useful information about the sort of people you could sell to – which also helps you find more customers. What sort of questions might a questionnaire include?

Carl and Claire have started a car-cleaning service. They might ask questions like these

**Questionnaire**

1. Name: **SUSAN MITCHELL**

2. Address: **33 GRANGE RD CRICKS, SHEFFIELD 10**

3. Age: **27**

4. Do you have a car? **YES**

Do you wash the car yourself?

Would you use a car-cleaning service?

Make up a questionnaire which would give you useful information for your business. When you have finished writing your questionnaire, duplicate it ten times and ask ten different people to complete it. Look at the information you've got, and see how many of these people could be your customers.