

## WORKSHEET 02 · CHAPTER 02 · KNOW YOUR MARKET

# Market Research Template

Print, complete by hand, or use as a working review sheet.

## Instructions

Complete before committing to a location or lease. Every answer needs evidence, not assumption.

## Catchment Definition

### Primary Catchment Area

10-minute walk, 15-minute drive, or public transport zone.

### Resident Population

Total population and source.

### Working Population

Daytime working population and source.

### Visitor/Tourist Population

Average footfall, source, and seasonality notes.

## Demand and Competition

### Average Household Dining-Out Spend

Monthly figure for your catchment, with source.

### Estimated Total Market Size

Population x spend x frequency for primary occasion.

### Direct Competitors

Five nearest: name, cuisine, average spend, estimated covers, occupancy, target customer.

### Positioning Gap

Specific gap your concept fills, backed by evidence.

## Field Evidence and Verdict

### Footfall Count

Three counts at three times across three different days.

### Customer Journey Audit

Route from transport/car park to front door; note barriers and visibility issues.

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### Intercept Findings

Key findings from at least 50 conversations.

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### Market Verdict

Proceed / Revise / Abandon, with the three strongest supporting data points.

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