

Market Analysis Assignment

The purpose of the Market Analysis is to inform, provide appropriate research, and to demonstrate continued progress towards the project goal. Be sure to appropriately site your sources of information.

The Market Analysis should contain the following information:

- Existing products on the market that are comparable to yours
- Proposed benefits/advantages and limitations of your product
- Target market demographic and potential market size/sales for your product
- Product price/cost range for manufacturing and retailing your product
- Potential for commercialization by existing companies (retooling needed, new manufacturing facilities?)
- Potential impact on soybean utilization
- Summary of marketing information and future work needed

Categories	17	14	10	0	Total
Industry Analysis	Indirect competitors identified. Outlook for industry and opportunities and threats provided	Similar products available. Competitive advantages listed and explained, outlook for industry and opportunities and threats provided	Similar products available. Competitive advantages listed, but not explained	No industry analysis provided and/or identical product already on market	
Product Analysis	Advantages and limitations of product are clearly defined and well-reasoned	Advantages and limitations of product are given, but somewhat unclear or incomplete	Advantages and limitations of product are unclear, hard to understand, and very little detail is provided	Advantages and limitations of product are not identified	
Market demographic and volume	Reasonable estimates of market potential and demand are provided and clearly stated. Target market is identified, explained, and reasonable	Estimates of market potential and demand do not show an adequate market for product. Target market is provided, but not explained or reasonable	Estimates of market potential and demand are missing or clearly miscalculated. Target market is missing, or if identified, not appropriate	No market identified	
Price	Objectives of pricing management are clearly stated	Objectives of pricing management are given, but	Objectives for pricing management are missing. Tactics	Price prohibitive to manufacture or no price	

	and appropriate. Tactics for managing price are clearly identified and reasoned	somewhat unclear. Some detail on tactics is missing	are unclear, hard to understand, and very little detail is provided	information provided	
Summary	Summary is clear, concise, and effective. Provides a thorough overview of the information, and fully outlines and describes main points	Summary provides a satisfactory overview. Summary is missing a few minor points, but meets expectations	Summary does not present a clear overview. Main points are not outlined or cannot be understood	No summary written	
Assignment turned in on time with advisors' signatures	Turned in at meeting with advisors' signatures	Turned in after the meeting with advisors' signatures	Turned in after meeting with no advisors' signatures	Turned in late	
Total points					/100 Not Pass

You must earn a 90% or better to continue in the competitions. You will be given one opportunity to redo this assignment if you do not earn a 90% or better. Even if you earn a 90% on this assignment you may be asked to redo a portion of this assignment to more accurately meet the rubric criteria. If you are asked to redo a portion of the assignment and it is not turned in by the due date set by the competition administrator your team may be eliminated from the competitions.

If your team has any questions regarding this assignment, please direct them to:

Micky Creech
Soy Competition Program Manager
mcreech@purdue.edu
NLSN 3259
496-3837