

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 or corn utilization
- Summary of marketing information and future work needed

Market Analysis Assignment Rubric

Categories	17	14	10	0	Total
Existing Products	None Found	Some found but this one has a new method of producing it that makes it significantly better	Similar products on the market but this one has a different formulation	Same product already on the market	
Benefits / Advantages	Benefits are many life or world changing	Benefits are many and significant	A few benefits are noted	No new benefits	
Market demographic and volume	Extensive information given with a huge market base found	Some information given with a good market base	Small or already saturated market	No Market	
Price	Many factors taken into consideration with a price reduction from current products	Some factors taken into consideration with few cost benefits	Some cost benefits	Price prohibitive to manufacture	
Summary	Excellent, well thought out summary	Good summary including information provided	Summary given but not well organized or thought out	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 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 one of the competition administrators your team may be eliminated from the competitions.

Names	Team #
Date	
Advisor's Sig.	
Advisor's Sig.	
Market Analysis Assignment	
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If your team has any questions regarding this assignment please direct them to:

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