Chapter 5

**Activity 5-5 Business Plan Notes**

**Directions:** It is a good idea to keep notes for your business plan. You can add to them over time as you learn more about how to put the plan together. Write notes about the target market, market segmentation, and customer profile for your company.

1. Secondary research about your target market.

<<Place Answer Here>>

1. Primary research results about your target market. Create a survey tool to use as you talk to your potential customers.

<<Place Answer Here>>

1. Research conducted for market segmentation purposes.

<<Place Answer Here>>

4. List all the resources you used for your preliminary research notes. You will eventually use these resources to create the Bibliography section of your business plan. Ask your instructor how to best format bibliography entries.

<<Place Answer Here>>

5. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document *FirstnameLastname*\_CH5\_Notes.docx (i.e., JohnSmith\_CH5\_Notes.docx).