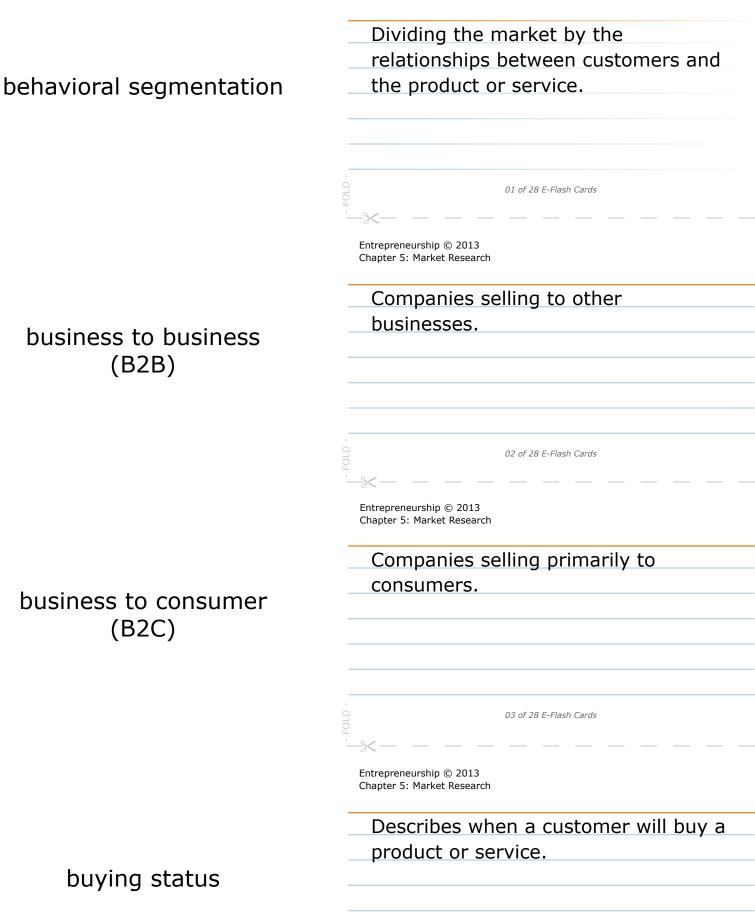
Tools:

- Printer
- 8.5" x 11" paper
- Scissors

Directions:

- 1. Print
- 2. Fold paper in half vertically
- 3. Cut along dashed lines





FOLD

	Count of the people living in the
	country.
census	
census	
	05 of 28 E-Flash Cards
	'_×
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	Chapter 5: Market Research
	Detailed description of target market
	customers based on demographic,
customer profile	geographic, psychographic, and
	behavioral information.
	06 of 28 E-Flash Cards
	06 of 28 E-Flash Cards
	Entrepreneurship © 2013 Chapter 5: Market Research
	Involves studying raw data to find
	patterns and organizing the data into
data analysis	graphs and charts.
	07 of 28 E-Flash Cards
	07 of 28 E-Flash Cards
	Entrepreneurship © 2013 Chapter 5: Market Research
	Practice of searching through large
	amounts of computerized data to find
data mining	useful patterns or trends.

Collection of data that is organized.

database



Dividing the market by customers'

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personal statistics.

demographic segmentation

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Qualities, such as age, gender, and income, of a specific group of people.

11 of 28 E-Flash Cards

demographics

Involvos

FOLD

Involves dividing a market based on where customers live.

geographic segmentation

12 of 28 E-Flash Cards



marketing information system

Consists of the processes involved in collecting, analyzing, and reporting marketing research information, usually through technology.

17 of 28 E-Flash Cards

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Entire large market of potential customers with no segmentation.

mass market

18 of 28 E-Flash Cards

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Pieces of information collected by an organization about itself.

19 of 28 E-Flash Cards

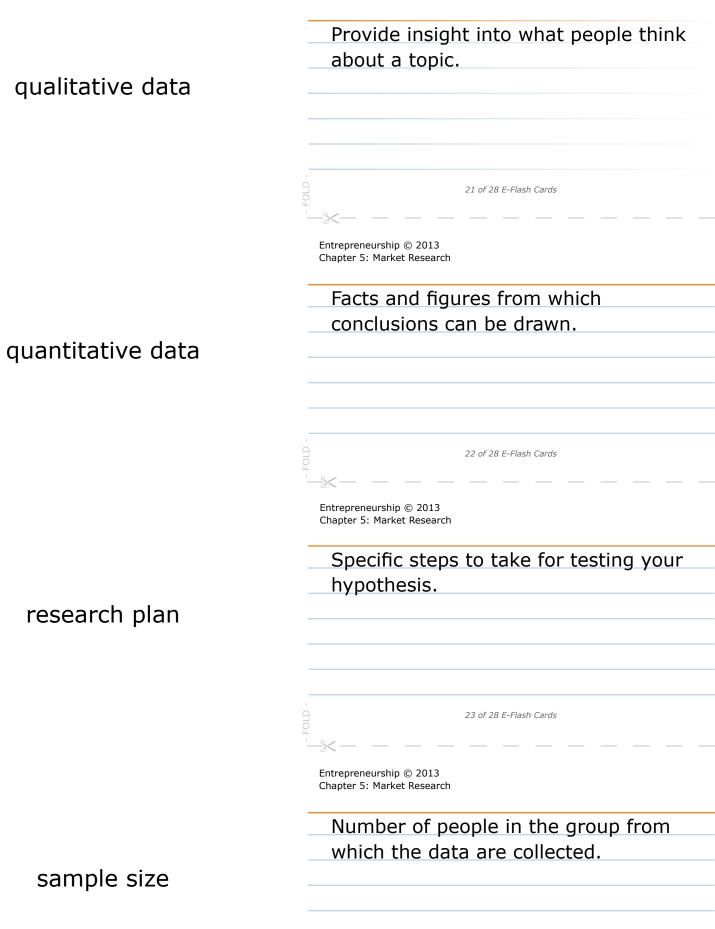
primary data

Entrepreneurship © 2013 Chapter 5: Market Research

FOLD

Dividing the market by lifestyle choices.

psychographic segmentation



24 of 28 E-Flash Cards

Information that already exists.

