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## MARKET IDENTIFICATION

<b>INSTRUCTOR:</b>	Donna Moore	<b>TELEPHONE:</b>	(867) 668-6925 1-800-661-0448
<b>LOCATION:</b>	409 Black Street Whitehorse, Yukon Y1A 2N2	<b>FAX:</b>	(867) 668-3127
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<b>FEE:</b>	\$85.00 + GST		

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### COURSE INFORMATION

**PREREQUISITES:**

N/A

**COURSE DESCRIPTION:**

This workshop is ideal for entrepreneurs to gain information, knowledge and resources to conduct a market analysis for their business. A proper market assessment is essential for businesses in order to prepare proper sale projections. The course will also discuss various forms of marketing to your customers.

**COURSE GOALS:**

Upon completion students will be able to:

- Identify your market area
- Understand the steps in market research and how to apply this information in your analysis and business plan
- Learn the importance of a proper market analysis
- Understand the impact that your market has on your business's success
- Understand the importance of effective marketing

**MAJOR COURSE OBJECTIVES:**

This course's main focus is market; knowing who your customers are! Statistics and research documents will be used as examples to identify the market potential for your business and what does this mean in terms of potential sales.

Participants will be given the tools, resources and assistance they require to effectively prepare their own market analysis.

**COURSE FORMAT:**

Lecture, demonstration, group discussion