

Market Research Template

Lesson 2.2: Market Research 101

Instructions: Use Google Trends to check the popularity of a keyword related to your business idea. Then, conduct competitor analysis by identifying three competitors and assessing their strengths and weaknesses.

Google Trends Research:

Keyword/Topic Searched:

Trend Over Time (Increasing, Decreasing, Stable):

Key Insights from Trend Data:

Competitor Analysis:

Competitor 1:

Competitor Name:

Strengths:

Weaknesses:

Competitor 2:

Competitor Name:

Strengths:

Weaknesses:

Competitor 3:

Competitor Name:

Strengths:

Weaknesses: