



Cymorth Hyblyg i Fusnes  
Cychwyn. Tyfu. Llwyddo.

Flexible Support for Business  
Start. Grow. Prosper.

# Training for business

## Module 2 – Know your market and competitors

A three hour seminar aimed at providing an overview of market research techniques and practices.

Your marketing plan is at the heart of your business and understanding your market will help you make informed business decisions.

### **Aims of module 2**

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- provide an introduction to the marketing process
  - outline the key information you need to know about your customers
  - describes how to determine market size, and identify trends in the market place
  - identify external influences in the market place and how they can affect a business
  - outline the key information you need to know about your competitors
  - describe how to research your market using primary and secondary research methods
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Marketing plays a vital role in successful business ventures and can ultimately contribute to the success or failure of your business; therefore it is important to get it right.

To book onto any Business in Focus courses telephone the enquiry team on **03000 6 03000**.

**This course is delivered by Business in Focus on behalf of the Welsh Assembly Government and is available to you entirely free of charge through Welsh Assembly Government funding.**