

MARKETING RESEARCH CHECKLIST

1. Market Identification/Size/Geographics
2. Competition/Market Share
3. Product Suitability
4. Demographics
5. Tariff Barriers
6. Non-Tariff Barriers
7. Market Opportunities
8. Economic Climate
9. Political Stability
10. Business Practices
11. Government Interference with Business and Society
12. Language Barriers
13. Competitor/s:
 - Prices
 - Sales Method
 - Distribution Method
 - Advertising Method
 - Literature/Brochures
 - Service Method
 - Delivery Time
14. Appropriate Trade Shows
15. Patents/Copyrights/Licensing