

# IGNITE Your Business: Market Research Planner

Unlock your potential with this planner, designed for Australian entrepreneurs, small business owners, and ambitious beginners to uncover market opportunities. Follow the steps from IGNITE: INSIGHT – Uncovering Market Opportunities to define your goal, ask key questions, and turn insights into action. Download your Market Research Planner at [phillipmatthew.com/resources](http://phillipmatthew.com/resources).

1. Business Goal

- Define one specific business goal for your market research Example: Expand my café’s menu or Launch a new product line.
- Be clear and concise.



---

---

---

---

---

## 2. Purpose Of Your Business Goal

Explain how the purpose of your goal aligns with UYP Formula's vision-clarity step, grounding the investigation



---

---

---

---

---

3. Key Questions - 1

1. List 3–5 open-ended questions to uncover customer needs or market gaps Example: What menu items do you wish we offered? What frustrates you about current options?
2. Aim for questions that spark detailed responses.



---

---

---

---

---

#### 4. Key Questions - 2

1. List 3–5 open-ended questions to uncover customer needs or market gaps Example: What menu items do you wish we offered? What frustrates you about current options?
2. Aim for questions that spark detailed responses.



---

---

---

---

---

5. Key Questions - 3

1. List 3–5 open-ended questions to uncover customer needs or market gaps Example: What menu items do you wish we offered? What frustrates you about current options?
2. Aim for questions that spark detailed responses.



---

---

---

---

---

6. Key Questions - 4

1. List 3–5 open-ended questions to uncover customer needs or market gaps Example: What menu items do you wish we offered? What frustrates you about current options?
2. Aim for questions that spark detailed responses.

---

---

---

---

---

## 7. Key Questions - 5

1. List 3–5 open-ended questions to uncover customer needs or market gaps Example: What menu items do you wish we offered? What frustrates you about current options?
2. Aim for questions that spark detailed responses.



---

---

---

---

---

## 8. Data Sources 1

1. Identify one data sources to inform your research (e.g., Google Trends, customer interviews, ABS data, IBISWorld). List at least two sources and how you'll use them.
2. Explain the purpose of the data source.
3. Explain the action to be taken from or using data source: Example 1: Google Trends: Search natural skincare Queensland to identify trends.



---

---

---

---

---

## 9. Data Sources 2

1. Identify one data sources to inform your research (e.g., Google Trends, customer interviews, ABS data, IBISWorld). List at least two sources and how you'll use them.
2. Explain the purpose of the data source.
3. Explain the action to be taken from or using data source: Example 2: Customer interviews: Ask 5 local customers about preferences.



---

---

---

---

---



## 10. Findings

- Summarize pain points, opportunities, or insights from your research Example: customer feedback, trend analysis.
- Be specific about what you learned. Example: "Customers want affordable, eco-friendly skincare with natural ingredients. Google Trends shows rising interest in 'vegan skincare' in Queensland."



## 11. Action Steps 1

- List 2–3 next steps based on your findings. Example: Research local suppliers, Test a product prototype.
- Ensure steps are actionable and tied to your goal. Example: Contact local suppliers for natural ingredients, Create a prototype for a vegan moisturizer. Run a focus group to test product appeal.
- Does the Purpose: Translates insights into actionable outcomes, reinforcing the UYP Formula's strategic planning?



## 12. Action Step 2

- List 2–3 next steps based on your findings. Example: Research local suppliers, Test a product prototype.
- Ensure steps are actionable and tied to your goal. Example: Contact local suppliers for natural ingredients, Create a prototype for a vegan moisturizer. Run a focus group to test product appeal.
- Does the Purpose: Translates insights into actionable outcomes, reinforcing the UYP Formula's strategic planning?



---

---

---

---

---

## 13. Action Step 3

- List 2–3 next steps based on your findings. Example: Research local suppliers, Test a product prototype.
- Ensure steps are actionable and tied to your goal. Example: Contact local suppliers for natural ingredients, Create a prototype for a vegan moisturizer. Run a focus group to test product appeal.
- Does the Purpose: Translates insights into actionable outcomes, reinforcing the UYP Formula's strategic planning?



---

---

---

---

---



