

The Market

The location of your service in the target market is an important factor that determines success. For a service chain with multiple outlets, both the overall market and the local market are major considerations. For single service center, the focus is on the local market with reference to the overall picture.

Give a brief description of the target markets, market size, market share and trends. The amount of space devoted to the local market versus the overall market depends on whether the plan is for a stand alone business or a multi-location service chain. Devote a few sentences to the business opportunity offered by these markets.