

Here is an example of someone who did market research to determine if there was a demand for manufactured cloth bags.

<b>MARKET RESEARCH</b>				
<b>Products (1)</b>	<b>Customers (2)</b>	<b>Needs and preferences of customers (3)</b>	<b>Competitors (4)</b>	<b>Gaps (that competitors have not fulfilled) (5)</b>
Laundry bags	Households	The need for a pretty, compact bag that can be easily stored (as plastic containers take up too much space)	Shops that sell plastic bags and containers of all sizes and designs	<p>The trend to be more environmentally-friendly, to use more recyclable products and to reduce the use of bags and containers that are not good for the environment</p> <p>The desire to have a different lifestyle, to avoid using bags and containers that everyone else uses and to want something that is more creative</p> <p>Good quality with certification</p>
Shopping bags	Retail shops	The need for reusable shopping bags that are foldable (disposable plastic bags break easily and are not environmentally-friendly)	Shops that give away disposable plastic bags to shoppers	
Green waste garden bags	Urban households, hotels and restaurants, offices, etc.	The need for strong storage bags that can be used in multiple ways		
Vegetable storage bags	Small-scale farmers	The need for storage bags that keep vegetables fresh and that come in various colours or different decorative patterns so that different vegetables can be stored in different bags		