

WORKSHEET 14: ASSUMPTIONS

QUESTION	LIST OF ASSUMPTIONS
1. Who will buy your product or service?	
2. What ages are your customers?	
3. How many potential customers are there?	
4. Can you identify different groups or categories of customers?	
5. Why will customers buy your products or services?	
6. What are they currently buying to meet that need?	
7. How often will customers buy your product or service?	
8. Will customers come back and buy again?	
9. Will they send their friends to buy your products and services?	
10. Will customers purchase your product or service as a gift for their family and friends?	
11. What else do they buy?	
12. What magazines do they read?	
13. What TV programs do they watch?	
14. What hobbies do they enjoy?	
15. If your clients are businesses, how many are there?	
16. What type of businesses are your clients?	
17. How many people do they employ?	
18. What products and services do they sell?	
19. What size is your market area?	
20. Who are your competitors?	
21. How many competitors are there?	
22. Why do customers purchase from your competitors?	
23. Are customers pleased with the service they get from your competitors? If yes, why? If not, why not?	
24. Would your competitors' customers switch to your product or service and what would it take to get them to do so?	