European Union (EU) Switch Asia “Bamboo4SD”
Financial and Business Literacy Campaign

In collaboration with

Commonwealth Educational Media Centre for Asia
Market Survey to Identify Business Opportunity
OBJECTIVE

To be able to carry out market survey in close vicinity to shortlist business ideas
What is Market Survey and why do we need it?
A market survey is conducted by any trading institution to get the feedback from its customers.

The question includes:

• Demand: What products are more in demand?
• Acceptance: Will people like the stuff?
• Pricing: Whether the customers are able to buy the goods?
• Quantity of bamboo availability in the nearby markets

• How much of this comes from forest?

• Bamboo availability from non-forest areas

• Name of the Bamboo species available and the quantity of available species

• Major locations of bamboo artisans

• Is there any support available from public support schemes in the area?

• How many Common Facility Centres, Bamboo Treatment, Designing Centres available in the area?
Survey Sample Form for Bamboo based business

- Quantity of bamboo availability in the nearby markets
- How much of this comes from forest?
- Bamboo availability from non-forest areas
- Name of the Bamboo species available and the quantity of available species
- Major locations of bamboo artisans
- Is there any support available from public support scheme in your area?
- How many Common Facility Centres, Bamboo Treatment Centres, Designing Centres available in the area?
- Which bamboo products are these facilities relevant to?
- Which markets are suitable for the products that you intend to manufacture?
How to assess the market for bamboo work?
• Check the availability or supply of right kind of Bamboo

• Locate other construction material to make the goods at a reasonable price

• Understand the process of making the goods from the raw material

• Make your goods available in the market
Finally

Just producing goods is not enough, knowing the trends of market is equally important.
Any Questions?
Thank you!

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ध्यक्षाय एवं विश्व कायम विश्लेषण

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