

## Assignment 3: Analyze Your Market.

Hello Again :) keep the good work going, it's time to move forward toward your next assignment! just as a quick reminder, please make sure to download the pdf file and go through it.

### Assignment 3

For this assignment, I would like you to step back for a moment from being an entrepreneur and start looking at the bigger picture as an investor, look for the best markets and industries and start thinking in terms of opportunity cost.

**Opportunity cost:** a benefit, profit, or value of something that must be given up to acquire or achieve something else. | [businessdictionary.com](https://www.businessdictionary.com)

### For your assignment for this week, you will need to study an industry

- Pick an industry that you are interested in or your future idea business.
- Research the growth and categories of the industry in your country. What are the market share and profitability of each segment?
- Find four competitors related to your business.
- Study 2 competitors that you admire + 2 businesses you dislike.

### Your scope of the study should be focused on the following:

- Marketing & distribution channels.
- Best selling products and pricing strategy.
- Location and environment.
- Unique selling proposition.
- Customers reviews | Pros and cons.

### Now that you have a clear idea of your market:

- Is there any gap or missing opportunity to serve?
- Is there a niche that you can serve? What is it? What is your unique selling


proposition for this niche?

### Tools:

- [Yelp.com](#) | Stores information + Customers Reviews
- [Amazon.com](#) | Products Reviews
- [Angieslist.com](#) | Businesses Reviews
- [Capterra.com](#) | Software Reviews
- [Udemy.com](#) | Educational Content Students Reviews
- [Glassdoor.com](#) | Salaries And Income Information
- [Semrush.com](#) | Competitors Ads Strategy
- [Mbaskool.com](#) | Business Research, USP, Competitors of Companies & Brands

### Resources:

- [Amazon best sellers](#)
- [Etsy best sellers](#)
- [eBay trending](#)
- [Shopify spy](#)
- [Clickbank marketplace](#) | Sort products by gravity

page: 10 

Popularity

Avg \$/sale

Initial \$/sale

Avg %/sale

Avg Rebill Total

Avg %/rebill

Gravity

Low to High

High to Low

**Note:** some of those websites will require you for a free sign-up to use basic function and tools, please **do not** upgrade to any of the advanced subscription plans unless it's your personal choice.

Take your time and do the research, if you have any question please let me know in the Q&A section. I will see you in the next video.