

# Market Needs Assessment Survey

## General Information

Company / Organization Name

Contact Person

Email

Industry / Sector

## Target Market

Who are your primary customers?

Geographical Area Served

Estimated Market Size

## Customer Needs

What problems or needs are you addressing for your customers?

How are these needs currently being met?

## Market Gaps & Opportunities

**Where do you see gaps in the current market offerings?**

**What new opportunities do you see?**

Please share any further insights or relevant information...