

Four potential uses of market analysis

1. Understand how existing commercial district works:
 - What customers it serves
 - What goods and services it provides
 - Key anchors, destinations, economic niches
2. Define market segments and demographic groups that district can target to improve its economic condition, help local businesses perform better → leads to plans for better merchandising, marketing and business practices
3. Identify potential businesses to attract to vacant space and planned development projects by understanding what spending potential and sales gaps for different type of businesses. Can also define potential uses for development projects/zoning purposes.
4. Learn how customers perceive district, what would make the district better serve them, get them to patronage it more.

Components of analysis

- Secondary data analysis
- Intercept or other customer surveys
- Interviews
- Business surveys
- Focus groups