

Shopping Trip Checklist

Market Research



by **PICKGLASS**

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SHOPPING CHECKLIST

• MARKET RESEARCH •

• STORE/BRAND NAME:

DATE:

HIGH END

MID TEAR

MASS MARKET

AVERAGE PRICE POINT: _____

• COLOR/ FABRIC TRENDS:

• MODEL DETAILS:

• POPULAR MATERIALS:

• PRODUCT PLACEMENT:

• TRIMS/ PACKAGING DESIGN:

• MARKETING CALLOUTS:

• HOW CAN YOU IMPROVE UPON THIS PRODUCT?

• WHAT NEED DOES THIS PRODUCT SOLVE FOR?
