



The Market Research Starter Toolkit for Your Business!

Stop guessing. Start knowing.

This practical toolkit is designed specifically for Bermuda business owners who want clearer marketing, better customers, and smarter decisions — without complicated jargon or expensive tools.

Use this workbook to:

- ⌚ Understand who your *ideal customer* really is
- ⌚ Identify opportunities in your local market
- ⌚ Position your business more strategically than your competitors

SECTION 1: Identify Your Ideal Customer

Answer these questions honestly and clearly. The more specific you are, the easier your marketing becomes.

1. Who is your ideal customer?

Age range, gender (if relevant), occupation, lifestyle, and location in Bermuda.

Notes:

2. What problem does your product or service solve for them?

Describe the main pain point they want fixed.

Notes:

3. Why would this customer choose you instead of someone else?

Think convenience, trust, pricing, experience, or local connection.

Notes:

4. What result or outcome is your customer really looking for?

Beyond the service — what does success look like to them?

Notes:

5. Where does your ideal customer spend time online?

Social media platforms, websites, groups, or forums.

Notes:

6. Where do they spend time offline in Bermuda?

Events, locations, shops, gyms, community spaces, or workplaces.

Notes:

7. What objections might stop them from buying from you?

Price, trust, time, awareness, or competition.

Notes:

8. What words or phrases would your ideal customer use to describe their problem?

These are powerful for marketing and messaging.

Notes:

9. How do they usually find businesses like yours?

Google search, referrals, social media, walk-ins, or word of mouth.

Notes:

10. What would make this customer loyal to your business?

Service quality, consistency, relationship, convenience, or value.

Notes:

SECTION 2: Simple Competitor Analysis Sheet

You don't need to copy competitors — you need to understand them. Use this sheet to identify gaps and opportunities in the Bermuda market.

Step 1: List Your Top Competitors

(These can be direct or indirect competitors.)

Competitor Name	What They Offer	What They Do Well	Where They Fall Short

Step 2: Position Your Business

Answer the questions below to define how you stand out.

What makes my business different?

Notes:

What can I offer that competitors don't?

Notes:

What is one improvement customers would appreciate immediately?

Notes:

SECTION 3: Action Step

Your Next Step:

Choose ONE insight from this toolkit and take action this week — update your messaging, adjust your offer, or reach out to your ideal customer directly.

Small clarity leads to big growth.

Want More Support?

This toolkit is just the beginning.

If you'd like help applying these insights, reviewing your marketing, and growing alongside other business owners, consider joining:

[The Bermuda Business Circle Mastermind Group](#) or take part in a [Power Hour Session](#). Still have questions? [Get answers](#).

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