Market research template for tradies

This market research template will guide you through each step of analysing your customers, competitors, industry, and business. Use it to capture key insights and develop an action plan that will help your trade business grow.

Why use this template?

This template helps tradies structure their market research effectively. By filling out each section, you can:

1. **Organise research findings into clear categories**
2. **Identify priorities and set action steps**
3. **Make sure that business decisions are based on real data, not guesswork**
4. **Keep your goals on track with deadlines and priorities**

Business name:	
Date of research:	

Step 1 Research your customers

Once you've spoken to and surveyed your customers, populate the below to help you understand the insights you've found and how they can help you grow your business.

Survey or interview question

Common responses

Key insights

Survey or interview question

Common responses

Key insights

Survey or interview question

Common responses

Key insights

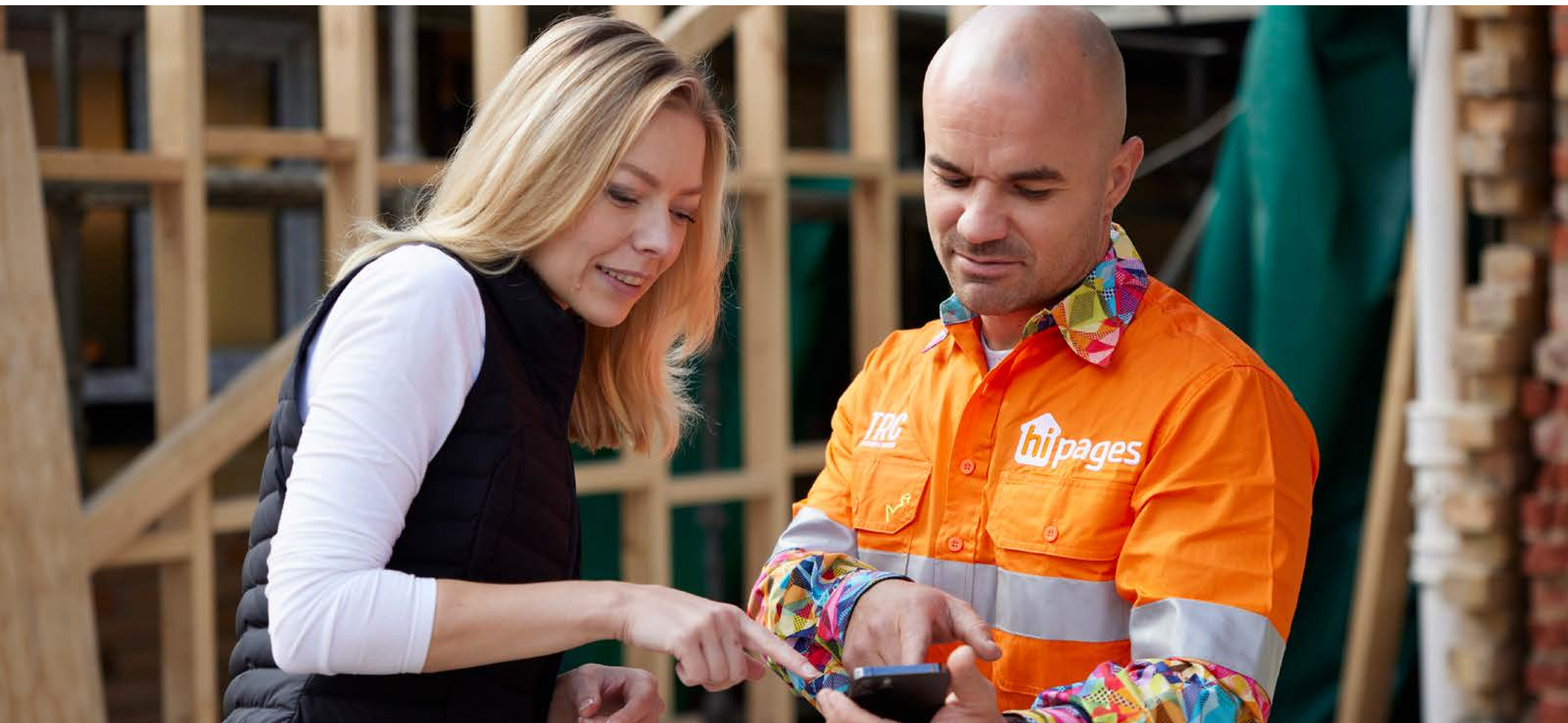
Customer feedback summary

What customers value most when choosing a tradie

Common frustrations or complaints

Most requested services

Gaps in the market customers wish were filled



Step 2 Research your competitors

Use our competitor comparison table to keep track of your competitors and spot opportunities in the local market.

Competitor

Services offered

Pricing

Strengths

Weaknesses

Marketing strategy

Ways to set my business apart

Competitor

Services offered

Pricing

Strengths

Weaknesses

Marketing strategy

Ways to set my business apart

Competitor

Services offered

Pricing

Strengths

Weaknesses

Marketing strategy

Ways to set my business apart

Step 3 Research the industry

Use this section to capture insights from industry research and plan how to adapt your business to upcoming changes.

Past 12 months

Market trends that have impacted the industry

Changes in customer expectations

New technologies or tools that have gained popularity

Legislation or compliance changes that have affected your trade

Upcoming 12–24 months

Emerging market trends that could create new opportunities

Expected shifts in customer preferences

Upcoming state or federal incentives that could affect demand (e.g., solar rebates, energy efficiency grants)

New technologies or tools that may improve efficiency or reduce costs

Potential legislation or compliance changes to prepare for

Long-term (next 5 years)

Major industry changes on the horizon (e.g., sustainability regulations, automation, or smart home technology growth)

Economic factors that could impact customer spending (e.g., housing market trends, interest rates, government policies)

Skills or certifications that may become more valuable in the trade

Step 4 Research your own business

Use our SWOT analysis template to figure out your company's strengths, weaknesses, opportunities, and threats.

Strengths (what you do well)

Weaknesses (areas to improve)

Opportunities (market trends & gaps)

Threats (external factors)

Step 5 & 6

Analyse the data and turn it into actions

It's easy to get overwhelmed with all the data you've discovered. Use our insights to action template to organise your research findings and turn them into practical steps for your business.

Insight

Action

Priority (High/Med/Low)

Implementation steps

Deadline

Insight

Action

Priority (High/Med/Low)

Implementation steps

Deadline

Insight

Action

Priority (High/Med/Low)

Implementation steps

Deadline