

Exercise 1: How do you know what is happening in the market and what are the future trends?

Kako znate šta se dešava na tržištu i koji su budući trendovi?

(What is your most used source of information about the market?)

(Koje izvore informacija najčešće koristite?)

Please rank the top eight sources of information you use in your business by how often you use them. The most commonly used source is in the first place.

Molim vas rangirajte osam izvora informacija koje koristite u biznisu i koliko često ih koristite. Izvor koji najčešće koristite treba da bude na prvom mestu.

What is your most used source of information about the market?	RANK
Koji izvor informacija o tržištu najčešće koristite?	
Suppliers Dobavljači	
Trade fairs, conventions, conferences, networking, associations Sajmovi, konvencije, konferencije, umrežavanje, udruženja	
Research agencies Agencije koje se bave istraživanjem	
Customers, consumers, clients Potrošači, klijenti	
Consultants Konsultanti	
Chamber of Commerce, Statistical Office, universities Privredne komore, zavodi za statistiku, univerziteti	
Internet, magazines, television Internet, časopisi, televizija	
Competitors Konkurencija	

Exercise 2: Think about your business (the offer that you bring to the market).

Razmislite o vašem biznisu (ponudi koju nudite na tržištu)

Specify 5 features of your product / service and express each of them through the benefit / solution that delivers to the target market.

Navedite 5 karakteristika vašeg proizvoda/usluge i izrazite ih kroz korist/rešenje koje nudi ciljnom tržištu (potrošačima)

Characteristics of the product Karakteristike proizvoda/usluge	What are the advantages of this / these product characteristics? Koje su njihove prednosti	Of what use is it for consumers? Za šta služe potrošačima?

