

TASK DETAILS	
Title	TARGET MARKET SURVEY
Type	TEAM
Activity	REFINE BUSINESS IDEA
Department	ALL DEPARTMENT
Duration	2x SESSION, 4 CLASS HOURS
LEARNING OBJECTIVE	OUTPUT
	Analysis of market target survey results

INTRODUCTION

Understanding customer needs is key to creating products or services that can be accepted by the market. A business idea should not only be appealing, but also meet market demand. This can be achieved by conducting surveys and direct interviews with potential customers using a simple questionnaire. From the collected data, the team can evaluate whether their business idea has strong market potential or needs adjustment.

No	ACTIVITY
1	<p>Introduction to Concept The facilitator explains the importance of the survey stage for the selected business idea and provides a brief explanation of quantitative surveys.</p> <p>Explanation of Market Target Survey: A market target survey is a method of collecting data and feedback from potential customers to understand their needs, preferences, and expectations, which helps validate and optimize the business idea before its launch.</p> <p>Types of Questions:</p> <p>1. Open-Ended Questions: Allow respondents to answer freely in their own words (essay type). Example: "What do you think about the company's new policy?"</p> <p>2. Closed-Ended Questions: Provide specific and limited answer choices. Three types:</p> <ul style="list-style-type: none"> Multiple Choice: Choose one from several options. Example: "What do you usually eat for pre-dawn meal?" A. Fried Rice B. Chicken Porridge C. Nasi Uduk Likert Scale: Measures opinion/perception on a scale. Example: "This product is very useful to me" Strongly Disagree – Disagree – Neutral – Agree – Strongly Agree Dichotomous: Two-choice questions. Example: "Have you ever experienced stomach pain?" (YES / NO)
2	<p>Drafting The Questionnaire Before composing the questionnaire, guide each group to define the purpose of the survey to ensure focused questions. To determine this, each group can discuss the question: "What is the main information the group wants to obtain from potential customers?" Then, formulate the main survey objective into a sentence, for example:</p>

	"To find out whether people experience a particular problem, how they solve it, and whether they are interested in the proposed solution."
3	<p>Creating Questions Each group begins composing questions aligned with the main survey objective. Examples:</p> <ul style="list-style-type: none"> • Problem Identification → "Do you often experience [specific problem]?" (Yes/No) • Current solution → "How do you usually deal with this problem?" (Multiple Choice) • Interest in solution → "If this product existed, would you be interested in trying it?" (Scale 1–5) • Pricing → "What price do you think is reasonable for this product?" (Multiple Choice) • Purchase preference → "Where do you usually buy similar products?" (Options: Online/Offline/etc.)
4	<p>Questionnaire Structure Guidelines Instruct groups to write questions following these rules:</p> <ol style="list-style-type: none"> 1. Minimum of 5 closed-ended questions Include respondent data fields for marketing references, such as: <ol style="list-style-type: none"> a. Name b. Age c. Gender d. Residence e. Email f. Social Media Name g. Occupation 2. Questions must include all types of closed-ended formats (Multiple Choice, Likert Scale, and Dichotomous)
5	<p>Consultation with Facilitator After drafting the questionnaire, the facilitator guides each group for one-on-one consultations.</p>
6	<p>Data Collection If all groups have completed consultations and all questions are considered ideal, instruct each group to begin distributing the questionnaire online. The following steps can be followed to create the online questionnaire:</p> <ol style="list-style-type: none"> 1. Transfer the questionnaire questions into Google Form. 2. A guide on how to use Google Form and example formats can be found through the VCI portal or in the REFERENCES section. 3. Visit: https://barcode.tec-it.com/en/MobileQRUrl to generate a barcode from the questionnaire link, making it easier for external respondents to access the form. 4. Find as many respondents as possible who match the target market of each group (minimum of 20 people). <p>Respondents can include other students, teachers, parents, or people outside the school who still fall within the target market for the group's product or service.</p>

7	<p>Analyzing Results & Drawing Conclusion</p> <p>Once the questionnaire has been distributed and all respondents have completed it, instruct each group to analyze the collected data. The analysis process can be carried out through the following steps:</p> <ol style="list-style-type: none"> 1. Access the Google Sheet document linked to the questionnaire. 2. Create charts in any format (bar, pie, etc.) for each question to show the trends in target market responses. 3. A tutorial on how to create charts in Google Sheets can be found in the References section. 4. Analyze the charts by identifying the most common answers for each question. 5. After that, draw conclusions from the survey results by answering the following questions: <ul style="list-style-type: none"> • What are the key findings from the survey? • Does the target market truly need the proposed solution? • Does the company's business idea need to be adjusted?
---	--

REFERENCE

TASK TEMPLATE

Analysis of market target survey results – [LINK](#)