

## Local Market Analysis

Performing a Local Market Analysis will help you project the size of the hood and duct cleaning market in your locality. Please look in your local yellow pages directory and add up the total number of restaurants. Next, select a few and visit them in person, asking to speak with the manager or owner of the restaurant. Let them know that you are thinking of starting a hood and duct cleaning business, and that you would appreciate it if he or she would help you with your market analysis by answering four questions for you, and that it won't take long. Remember, at this time you are not trying to sell them on anything. You are simply gathering information.

When you have gotten all the information, express your thanks and let the manager/owner know that when you complete your training, you will get back in touch with him or her, and for being so helpful, you will offer them a contract at a discount over their current rate. Now, here is your first customer!

You may use the average price of the restaurants you called, multiplied by the total number of restaurants in your area to get some idea of the potential income that you could generate in your own business. Please remember that this is only an estimate and it is highly unlikely that you will ever get 100% of the restaurants in your area. A much more conservative and reasonable estimate would be 50%. Also, the average restaurant is cleaned every 6 months, which will allow you to at least double your money calculated above.

### Do you have your Hoods and Ducts Cleaned?

### How Often Do You Have Them Cleaned?

### How Many People Come To Clean Your Hoods & Ducts?

### How Much Do They Charge For The Job?

Restaurant Name: _____ Address: _____ _____ Phone: _____ Date: _____ Current Cost: _____ How Often: _____ How Many People: _____ Contact Person/Business Card: _____ Date Last Cleaned: _____	<b>1</b>
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Restaurant Name: _____ Address: _____ _____ Phone: _____ Date: _____ Current Cost: _____ How Often: _____ How Many People: _____ Contact Person/Business Card: _____ Date Last Cleaned: _____	<b>2</b>
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Restaurant Name: _____ Address: _____ _____ Phone: _____ Date: _____ Current Cost: _____ How Often: _____ How Many People: _____ Contact Person/Business Card: _____ Date Last Cleaned: _____	<b>3</b>
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Restaurant Name: _____ Address: _____ _____ Phone: _____ Date: _____ Current Cost: _____ How Often: _____ How Many People: _____ Contact Person/Business Card: _____ Date Last Cleaned: _____	<b>4</b>
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