



CEMCA

Commonwealth Educational Media Centre for Asia

**European Union (EU) Switch Asia "Bamboo4SD"  
Financial and Business Literacy Campaign**

व्यवसाय एवं वित्तीय शिक्षण अभियान

In collaboration with



sidbi

CBS





**Market Survey to Identify Business  
Opportunity**

A background image showing several vertical bamboo stalks. The stalks are green and have distinct nodes. The image is slightly blurred, giving it a soft, natural feel. The text is overlaid on a black horizontal band that spans the width of the image.

# **OBJECTIVE**

**To be able to carry out market survey in close vicinity to shortlist business ideas**

The background of the slide is a dense, vertical pattern of green bamboo stalks. The stalks are bright green with visible white nodes and horizontal lines. A black horizontal band is overlaid across the middle of the image, containing the text.


**What is Market Survey and why do we need it?**





**A market survey is conducted by any trading institution to get the feedback from its customers.**

**The question includes:**

- **Demand : What products are more in demand ?**
  - **Acceptance: Will people like the stuff ?**
  - **Pricing: Whether the customers are able to buy the goods?**
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- The background of the slide features a close-up, vertical view of several bamboo stalks. The stalks are a vibrant green color and are arranged in a slightly staggered pattern, creating a textured, natural-looking backdrop. The lighting is soft, highlighting the smooth surface of the bamboo and the subtle variations in green tones.
- **Quantity of bamboo availability in the nearby markets**
  - **How much of this comes from forest?**
  - **Bamboo availability from non-forest areas**
  - **Name of the Bamboo species available and the quantity of available species**
  - **Major locations of bamboo artisans**
  - **Is there any support available from public support schemes in the area?**
  - **How many Common Facility Centres, Bamboo Treatment, Designing Centres available in the area?**

# Survey Sample Form for Bamboo based business

- **Quantity of bamboo availability in the nearby markets**
- **How much of this comes from forest?**
- **Bamboo availability from non-forest areas**
- **Name of the Bamboo species available and the quantity of available species**
- **Major locations of bamboo artisans**
- **Is there any support available from public support scheme in your area?**
- **How many Common Facility Centres, Bamboo Treatment Centres, Designing Centres available in the area?**
- **Which bamboo products are these facilities relevant to?**
- **Which markets are suitable for the products that you intend to manufacture?**



**How to assess the market for bamboo work?**



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- **Check the availability or supply of right kind of Bamboo**

- **Locate other construction material to make the goods at a reasonable price**

- **Understand the process of making the goods from the raw material**

- **Make your goods available in the market**

**Finally**

**Just producing goods is not enough, knowing the trends of market is equally important.**

Any  
**Questions?**





# Thank you!

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