

**INSTRUCTIONS**

Imagine you are launching your own sports performance beverage product to compete with Gatorade, BodyArmor and Powerade. In the space below, list at least fifteen different pieces of information that you could discover through market research that would help you to successfully develop and sell the new product. For example, what is the price point consumers are willing to pay? How much do your competitors charge for their products? In addition, be sure to describe how you plan to collect this data.

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