

# Business Hypothesis

Our company, ABC, is considering expanding our product line to include a new line of organic and eco-friendly cleaning products. We hypothesize that there is a growing demand for eco-friendly cleaning products among consumers who are environmentally conscious and willing to pay a premium for sustainable products.

## Survey Questions

1. What is your gender?
2. What is your age?
3. What is your occupation?
4. What is your household income?
5. What is your level of education?
6. Have you used any eco-friendly cleaning products before? If so, which ones and what was your experience with them?
7. How often do you purchase cleaning products?
8. How important is it to you to use eco-friendly and sustainable products?
9. Would you be willing to pay more for eco-friendly cleaning products?
10. How likely are you to purchase eco-friendly cleaning products from a new brand?

# Relevance of Questions

Question 1 - This question relates to my business hypothesis because we need to understand the gender demographics of our target audience to develop effective marketing strategies and product designs.

Question 2 - It is important to know this because we need to understand the age group of our target audience to develop products that meet their needs and preferences.

Question 3 - This question relates to my business hypothesis because we need to understand the occupation of our target audience to develop products that meet their specific needs.

Question 4 - This question is relevant because we need to understand the income level of our target audience to determine the price points of our products.

Question 5 - This question relates to my business hypothesis because we need to understand the educational background of our target audience to develop a marketing strategy that resonates with their interests and values.

Question 6 - This question is important because it helps us understand our target audience's experience with eco-friendly cleaning products, which can help in product development and marketing strategies.

Question 7 - This question helps us understand the frequency of cleaning product purchases, which can help in determining the optimal product size and packaging.

Question 8 - This question helps us understand the importance of eco-friendliness and sustainability to our target audience and can help in developing marketing strategies that highlight these aspects of our products.

Question 9 - This question helps us determine if our target audience is willing to pay a premium for eco-friendly cleaning products, which can help in setting the right price points for our products.

Question 10 - This question helps us understand our target audience's willingness to try new eco-friendly cleaning products, which can help in developing marketing strategies that emphasize the unique selling points of our new product.

# Goals and Objectives

Our goal for this survey is to gain insights into our target audience's attitudes towards eco-friendly cleaning products and determine whether there is sufficient demand for our proposed product line. Specifically, we want to understand how important eco-friendliness and sustainability are to our target audience and whether they are willing to pay a premium for these products.

## Data Collection Plan

We will collect data for this survey through an online questionnaire, which will be distributed to a random sample of our target audience. We chose this methodology because it is cost-effective and allows us to reach a large number of respondents quickly. Our target audience is environmentally conscious consumers who are interested in using eco-friendly cleaning products, and we will use social media advertising to reach them. We will analyze the data collected to gain insights into our target audience's attitudes towards eco-friendly cleaning products and determine whether there is sufficient demand for our proposed product line.

The survey will provide valuable insights into the demand for organic and eco-friendly cleaning products and inform our product development and marketing strategies. By understanding the preferences and behaviors of our target audience, we can create products that meet their needs and expectations, and effectively communicate the benefits of our new line to potential customers.