

Market Analysis Worksheet

DJK Services - Professional Business Planning Resources

TAM / SAM / SOM Analysis

Calculate your total addressable market, serviceable available market, and serviceable obtainable market.

Market Size	Definition	Your Calculation
TAM (Total Addressable Market)	Total market demand if you had 100% market share	
SAM (Serviceable Available Market)	The segment you can reach with your business model	
SOM (Serviceable Obtainable Market)	The portion you can realistically capture in 1-3 years	

Customer Persona Template

Create 2-3 detailed profiles of your ideal customers:

Name/Description:

Age Range:

Income Level:

Location:

Job Title/Industry:

Pain Points:

Goals & Motivations:

Buying Behavior:

How They Find Solutions:

Competitive Analysis Matrix

Identify and analyze your top 3-5 competitors:

Competitor	Strengths	Weaknesses	Market Share
1.			
2.			
3.			
4.			
5.			