Activity 5 - Market information

Use this table to record the sources of information about the markets your enterprise produces for.

Then reflect on how reliable and accurate your sources of market information are.

* Rate the accuracy and reliability of each source, using the rating scale below
* Outline how you assessed the accuracy / reliability of each source (e.g. own experience over 10 years, advice from agents, etc).
* Rate accuracy and reliability as good, average or poor.

|  |  |  |  |
| --- | --- | --- | --- |
| Market information sources | Accuracy | Reliability | Basis for my rating |
|  |  |  |  |