**ENGR 4580 Project Market Analysis**

**Team Name:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Description of project and target customer(s):**   
\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Market Analysis:** cost per unit: ($) \_\_\_\_\_\_\_\_\_\_\_ [1]

|  |  |  |  |
| --- | --- | --- | --- |
| **Market** | **# Units/yr** | **Revenue ($/yr)** | **Description** |
| Total Available Market (TAM) [2] |  |  |  |
| Serviceable Available Market (SAM) [3] |  |  |  |
| Serviceable Obtainable Market (SOM) [4] |  |  |  |

**References:** cite sources from which you obtained statistical information

[1] *put citation for cost per unit here (author, title, date, url)*

[2] *put citation for TAM here (author, title, date, url)*

[3] *put citation for SAM here (author, title, date, url)*

[4] *put citation for SOM here (author, title, date, url)*