| **Hi There!**  Thanks for downloading this template.    You Can Edit Version To Fit Your Needs. |
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| **What is a focus group?** A focus group is the segment of people you have separated as your target audience after carrying out a market survey. This segment represents your, major audience and can help you in identifying and solving the pain points of your customers.  Here’s how this template can help you:   1. It can help you in asking better questions to your focus group. 2. It can help you generate new ideas with the help of your focus group. 3. It helps you get the maximum out of the sessions with your focus group.   Overall, focus groups are not only great for finding out whether your product is a good one or not but also in upgrading your product and in generating new product ideas. |

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# **Focus Group Template**

# Company: \_\_\_\_\_\_\_\_\_\_\_

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| --- |
| **Question 1:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 2:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 3:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 4:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 5:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 6:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 7:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Question 8:**  Notes:  Common Responses:  Noteworthy Individual Responses & Ideas: |
| **Overall Findings, General References, and Key Takeaways:** |