

Table of Contents

PREFATORY NOTE	<i>i</i>
ABSTRACT	<i>ii</i>
CHAPTER I: INTRODUCTION	<i>1</i>
1.1 Problem Description	1
1.2 Research Objectives	4
1.3 Research Questions	5
1.4 Research Methodology	5
Chapter II: Theoretical Framework	7
2.2. Market Potential	7
2.2.1. Identifying Market Potential	7
2.3. Identifying Market Size	8
2.3.1. Customer Prospecting	8
2.3.2. Consumer Behavior Theory	9
2.4. Business Competition	10
2.5. Pricing Strategies	10
2.6. Holistic Therapies	12
2.7. Conclusion	12
Chapter III: Research Methodology and Data Analysis	13
3.1. Type of Research and Data	13
3.2. Research Methodology	13
3.2.1. Primary Data	13
3.2.2. Secondary Data	15
3.3. Result Analysis	15
3.3.1 Number of Potential Customers for Miranda Bens, <i>Natuurlijk in Verbinding</i>	15
3.3.2. Potential Customers for Miranda Bens, <i>De Kinderwens Trauma Healer</i>	17
3.3.3. Business Competition in Holistic Therapies Market	19
3.3.4. Suitable Price Offered	22
3.4. Conclusion	23
Chapter IV: Conclusion	24
4.1. Conclusion	24
Chapter V: Policy and Limitation	26
5.1. Policy	26
5.2. Limitations	28
5.3. General Conclusion	28
REFERENCES	29



APPENDICES	34
Appendix 1: Products Offered by the Company	34
Appendix 2: Survey Data for Holistic Therapies in General	36
Appendix 3: Survey Data for the Niche Market - Holistic Therapies to Deal Child Wish Trauma	38
Appendix 4: Competitors Analysis	41