

# Industry Analysis

1. Define the geographic area you will target. Is it a single town, a multi-state region, an international marketplace? \_\_\_\_\_  
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2. What is the total population of your target market? \_\_\_\_\_
3. How large is the customer base within this target market? That is, how many individuals or companies will use a product or service like yours in a given week, month, or year? \_\_\_\_\_  
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4. What is *your* expected share of this market? In other words, how many people or companies do you expect to use *your* product/service in a week, month, or year? \_\_\_\_\_  
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5. Is your overall industry growing or declining? Is it profitable or unprofitable? \_\_\_\_\_  
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6. Are there any new technological advancements, either within the industry or outside of it, that will affect the way you do business? \_\_\_\_\_  
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7. Describe the general characteristics of the people or companies who typically buy your product or service. Consider age, income, lifestyle, profession, and any other factors that may influence a buying decision.  
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