

Industry Assessment

OPPORTUNITIES	THREATS	HOW CAN I TAKE ADVANTAGE/OVERCOME?
Current Situation <ul style="list-style-type: none">» Size» Growth» Barriers to growth		
Trends <ul style="list-style-type: none">» Day-to-day operations» Marketing» Consumer behavior» Technology		
Competition <ul style="list-style-type: none">» How many competitors?» What is their market share?» Where are they located?		
Profit Potential <ul style="list-style-type: none">» Average profit margin» Cost reduction» Expense reduction» Price increases» Sales increases		

Adapted from materials provided by the Florida SBDC at the University of North Florida and Girandola Press.