

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.