

# Industry Assessment

	OPPORTUNITIES	THREATS	HOW CAN I TAKE ADVANTAGE/OVERCOME?
<b>Current Situation</b> » Size » Growth » Barriers to growth			
<b>Trends</b> » Day-to-day operations » Marketing » Consumer behavior » Technology			
<b>Competition</b> » How many competitors? » What is their market share? » Where are they located?			
<b>Profit Potential</b> » 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.