

# Industry Assessment

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

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