

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.