

INDUSTRY /TRENDS ANALYSIS

What Changes/Trends Are Happening In the Following?:	WHICH GEOGRAPHICAL AREAS HAVE WHAT CHANGES HAPPENING?:				
	Locally	Regionally	State-wide	Nationally	Globally
Bargaining Power of Buyer Segments <i>(Demographics – Population/household size, median income, age, sex, race, ethnicity, family status, housing status, etc.</i> <i>Psychographics – Lifestyle information, tastes, preferences, and buying habits)</i>					
Rivalry Among Competitors <i>(Who are the major businesses in the industry?, Where are they located?, How long have they been in business?, What is their market share?)</i>					
Threat of New Entrants Into the Competitive Landscape					
Threat of Substitutes For Your Products/Services					
Bargaining Power of Suppliers to Your Business					
Leaders in the Industry – Best Practices (What are they doing better than you?)					
Political Trends					
Economic Trends					
Social Trends					
Technological Trends					
Environmental Trends					
Legal Trends					

For more information on these factors, see the following:

<http://www.ces.purdue.edu/extmedia/ec/ec-722.pdf> (Porter's 5 Forces)

<http://www.blackbaud.com/company/resources/industryanalysis/analysis.aspx> (Non-profit industry research)

<http://www.business-plans-guide.com/market-and-industry-analysis.html> (Emphasizes the importance of market research)

