

Market Analysis

What business sector/industry are you in?

For how long?

Include a brief commentary on any major events or milestones in the business history (attach separate sheet if necessary)

What geographic area does your business service?

Does your business export to other countries? If so, what countries, and what is the annual amount of exports?

Country	Annual Exports \$000

Regulations and government policy: Do you need permits and licenses to operate? What government policies and regulations directly impact your business?



Patents, trademarks and commercial licenses: Do patents and trademarks play a role in your business? Do you have licensing arrangements with other businesses?

Technology: How does technology affect your business? Is technology affecting the way you do business? How?

Social factors/trends: How does your business depend on trends or fashions? What major social issues affect your business?

Please provide the following details about your five largest competitors.

Name of competitor	Location	% share of market
1.22		
2.		
3.		
4.		
5.		



Facilities: Describe your buildings (plants), offices, warehouses, etc.

Operations: Describe your operating process, including operating cycle, any seasonal fluctuations in activities/operating assets and labour relations (if applicable):

What are the major strengths of your business?

What are the major hurdles facing your business over the next two years?
