



Heart of Gold Entrepreneur Tool Box Industry Analysis Worksheet

Use this worksheet to help you brainstorm the content for the Industry Analysis component of your Business Plan!

1. What are some products, services, or business concepts which already exist that are similar to the one you're working on?

2. What industry or "playing field" does your business idea and the concepts you listed in question 1 fit into?

3. Head over to Google and do some research to try and find out the annual gross income for the industry you identified in number 2. For example, when conducting a Google search of the phrase "greeting card industry gross income," the 7th search result was 2011 industry statistics for the greeting card industry.

4. When you think of the industry you named in question 2, what big brands, success stories, or competitors come to mind?

5. List the top 5 brands or competitors you named in number 4, go to Google, and see what statistics and scoop you can dig up on each of them when it comes to gross income, growth from year-to-year, and most successful product / idea / service:

Competitor	Annual Gross \$	% Annual Growth	Most Successful Product	Other Info?

6. Go to Google and search for trends and predictions for your industry. For example, a Google search using the phrase “greeting card industry trends” turned up in-depth analysis, data, trends, market share, and forecasts as the 2nd result. What can you find about your industry?

7. Imagine you're at a conference where all the major players in your industry are gathered to talk shop. How would you describe your product / service / idea to the attendees? How would you explain why your idea makes a positive contribution to the industry as a whole?
