

WORKSHEET 17: KEY INDUSTRY STATEMENTS	
LIST OF KEY POINTS ABOUT INDUSTRY	YOUR LIST OF KEY INDUSTRY STATEMENTS
What industry or industries is your business in?	✓
What quantities of goods are sold and what is the value of those goods?	✓
What is the industry outlook and growth potential?	✓
What are the industry trends (past, present and future)?	✓
What key points about your industry help to support your business case?	✓
What population shifts and/or consumer trends affect your industry?	✓
What are the main challenges faced by the industry?	✓
What are the main barriers or incentives to entry by new businesses?	✓
What significant new developments have or are taking place in your industry?	✓
What is the size of the total market and how is it divided up and served by your competitors?	✓
What is the size of your local market?	✓
Describe the opportunities your business will take advantage of?	✓