



BUSINESS PLAN WORKSHEET

ANALYZING YOUR INDUSTRY

WESST

THE PLACE TO START &
GROW YOUR BUSINESS

FOLLOWING IS **LATEST INFORMATION** ON THE INDUSTRY MY BUSINESS IS IN

Industry has **grown** in the past _____ years/months. _____ (How many) more people are using the product/service since _____ (when).

This information came from: _____ (An organization, an individual, or other)

Industry is getting **smaller**. Following are ways in which I will take advantage of this:

This information came from: _____ (An organization, an individual, or other)

The following **changes** have happened in this industry recently (for example: more regulations, better technology, different methods, etc.):

This information came from: _____ (An organization, an individual, or other)

The product/service has been **updated**, and the following new products and services are now available which I will provide:

This information came from: _____ (An organization, an individual, or other)

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The product or service is now in demand by a **different market and customer**. I will take advantage of this new market by:

This information came from: _____ (Name of book, agency, or other source of information)