

## Industry Description

*What industry(s) is your agricultural business belong to? (Be specific.)*

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*How was your industry developed? What are the growth patterns?*

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*How do small businesses operate within the industry?*

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*How well have small business prospered in the industry?*

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*How are small businesses affected by large companies in this industry?*

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*Who are the major industry participants? How are they performing? What are the current trends?*

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*What are typical industry sales costs/profit margins? Who are the consumers? How do they buy?*

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*Who is entering and leaving the market place? If they are leaving the market, why?*

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*Are there industry production issues (soil, water, labor, equipment, seasonality)? Yes\_\_\_ No\_\_\_  
If "Yes," what are they? Do they affect sales costs or profit margins? If so, how?*

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*What future trends are being predicted by industry experts? (Document your sources)*

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*What are the government regulations involved in this industry? Do these regulations positively or negatively affect you? Why?*

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*How do your products and services fit into the industry?*

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## Industry Analysis

General practice suggests that each section below should be noted with 2-3 sentences in your business plan. Note 2 items supporting each topic below as it relates to your selected industry – or compose the 2-3 sentence narrative.

- Current services available to the target market
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- Unmet demand indicators (What says more companies are needed?)
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- Business to business relationships that exist
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- Regulatory issues (present and potential)
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- Barriers to entry
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- How does supply work and distribution work?
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- Technological and seasonality factors
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- Economic influences
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