



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 a 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?

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.		
2.		
3.		
4.		
5.		