

Market Analysis

Market Analysis

- Two purposes
 - Determine validity of current plan
 - Determine competitive environment
- Can be very detailed
- Needs to be complete and inclusive
- Challenges need to be addressed
- Potentials can also be included

Market Analysis

- Industry description and outlook
- Analysis of target market
- Perceived growth (regional, national)
- Service pricing and justification
- Competitive analysis
- Much of the above is based on statistics

Market Analysis

- Competitive analysis (Continued)
 - Competition
 - SWOT / PEST analysis
 - Porter's analysis
 - Timing of entry into market
 - Obstacles

Market Analysis

- SWOT
 - Strengths
 - Weaknesses
 - Opportunities
 - Threats

Market Analysis

- PEST
 - Political
 - Economic
 - Social
 - Technical

Market Analysis

- Porter's Five Forces
 - Bargaining power of customers
 - Bargaining power of suppliers
 - Traditional competitors
 - Substitute products / Services
 - Threat of new market entrants

Market Analysis

- Conclusion
 - Is now a good time?
 - Not a good time?
 - Why, based on results?
 - What about the future?