

Outline of Industry Research

1. Cover Page
 - Name or type of company
 - Name of team members
2. Description of Proposed Company
 - Type of business
 - General geographic area you will serve
 - General discussion on type of products and services to be offered

Source: Team members

3. Description of Industry Research
 - NAICS
 - Trends
 - Success Factors
 - Operational Information
 - Raw materials
 - unique skills or equipment
 - Suppliers
 - Number of players (fragmented or not)

Sources: Hoovers, 10-K, Trade Associations, Edgar

4. Description of Local Industry Research
 - Number of establishment
 - Payroll
 - Employees
 - Trends
 - Answer 7 questions for last 5 years
 - List of competitors

Source: County Business Pattern,; phonebook; internet

5. Brief analysis
 - How does the above data support or not your choice of industry