

Business Plan

Market Analysis

The Market Analysis section of a business plan is a pivotal aspect to help you and any potential investor understand what is going on in the market that you are getting into. By having a good grasp on market conditions for your specific industry will help you make the best financial decisions.

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Your Market

What is your market? _____

How competitive is your market? _____

Where do you see growth in your market? _____

What is the size of your market? _____

What is the size of the customer base in your market locally? _____

What is the size of the customer base in your market on a larger level? _____

What is potential profit margin (customer base * profit per sale)? _____



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SWOT Analysis

What are your **Strengths**? _____

What are your **Weaknesses**? _____

What are your **Opportunities**? _____

What are your **Threats**? _____

