

Industry Analysis

Objective

Obtain current overview of specific industry unfamiliar to client for potential entry into the industry

Methodology

- Describe size of industry in terms of sales volume, number of players, market share distribution
- Provide historical perspective and trend analysis
- Describe industry economic models in simplified form
- Describe various product types and market segments served
- Identify and profile the top 10 companies in the industry
- Identify and assess key management teams / individuals
- Assess industry's strategic strengths, weaknesses, advantages and threats
- Evaluate and forecast role of technology in the industry
- Make specific recommendations based on client's objectives

Client

\$10 billion
conglomerate

Contact

VP of Strategic
Development

Results

Client obtained an extremely detailed overview of the industry, complete with qualitative nuances.

The information enabled the client to determine the attractiveness quotient of the industry and helped formulate the decision to proceed with their entry plans.



Length of Engagement

4 weeks

Output

40-page detailed
report and
3-hour client
presentation /
interactive
session



Two Sun Court
Suite 300
Norcross, GA 30092
(770) 239-1888
(770) 239-1889 FAX