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