**Quick Documents - Pre-meeting Industry Analysis**

**Step 1 - Industry Analysis**

**Specify the client and product / service to be analysed:**

Please answer the following questions to identify the key factors that determine profitability within the relevant client industry. This is only meant to be a quick analysis and it should take just 5 - 10 minutes to complete.

* **Customers:** ‘What is actually driving the client’s customers’ decision making process when they decide who to buy the product / service from?’ ‘How fickle are the client’s customers?’ ‘How much choice do they have?’
* **Suppliers:** ‘Who are the client’s key suppliers?’ ‘Is the client particularly reliant on any one of these suppliers?’ ‘How skilled is the workforce?’
* **Competitors:** ‘Who are this client’s main competitors?’ Do all the competitors provide similar products / services?’ If not, how do they differ?
* **Barriers to Entry: ‘**How easy would it be for new competitors to break into this industry?’ ‘What are the barriers to entry in this industry?’
* **Alternatives:** ‘What are the various substitutes / alternatives?” ‘What are their key features?’ Do the alternatives provide benefits over and above those of the client’s products / services?’