

College, Career & Life Planning



Target Industry Worksheet

Instructions: Use this worksheet to summarize your analysis of prospective industries. In the table below, insert one industry name at the top of each column. Review the characteristics listed in the left-hand column and complete the table by inserting the most relevant/important information regarding this characteristic for each industry being evaluated. In the corresponding rating column, insert your evaluation of the industry's attractiveness based on that characteristic: 2 if very attractive, 1 if attractive, 0 if neutral, -1 if unattractive and -2 if very unattractive. See C602 "Targeting the Right Industry and Company for additional guidance.

| Characteristic | Industry #1 | | Industry #2 | | Industry #3 | |
|--|--------------------|--|--------------------|--|--------------------|--|
| | Rating | | Rating | | Rating | |
| Market Size & Market Growth Rate | | | | | | |
| Intensity of Competition | | | | | | |
| Key Opportunities | | | | | | |
| Key Threats | | | | | | |
| Ease of Market Entry | | | | | | |
| Cyclical? | | | | | | |
| Industry Profitability & Profit Trends | | | | | | |
| Impact of Demographic Trends | | | | | | |
| Impact of Taxes, Laws, Govt Regs | | | | | | |
| Degree of Risk | | | | | | |
| Technology Trends | | | | | | |
| Overall | | | | | | |

Note: The importance (weighting) of individual characteristics may vary by industry.