

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.