

Example: Description of the Industry

Macrolink sells its products and services to entrepreneurs in virtually all sectors and industries, primarily in Canada and the United States. For taxation purposes, the business is classified in the Independent Artists, Writers and Performers Industry. From a practical standpoint, the business provides its products and services to anyone considering, starting, or growing a business.

The Macrolink business case is built on providing practical and affordable business planning solutions to entrepreneurs who need to develop their own business plans. The owner estimates the potential market in Canada and the United States to be more than \$110,000,000.

The outlook for the sale of business books is strong and positive. According to Industry authorities, business books are a hot market and tend to pick up sales momentum as time passes. Books about small business are especially hot and have excellent backlist potential.

The Macrolink business case is based on the following Industry trends and factors:

1. It is generally getting more complex to start and to operate a business, making it more important than ever for entrepreneurs to develop business plans.
2. How-to e-books are the fastest growing area of the book publishing Industry.
3. In the United States, 10 million adults are engaged in trying to start new businesses at any given time.
4. In British Columbia in 2004, 98 percent were small businesses; 83 percent were micro businesses with fewer than 5 employees; and 54 percent were single owners with no paid help.
5. Entrepreneurship involves adults of all ages, with the exception of people over 65 years old.
6. Young men aged 25–34 are the most active group involved in starting businesses, followed by women in the same age group.
7. Globally, the market for business planning products is huge. The GEM 2003 study showed that more than 300 million people of the 2.4 billion labor force in the 40 countries analyzed, are nascent entrepreneurs involved in new business formation.

The main barriers to selling business planning products and services are standing out from the many similar products and services, gaining brand recognition, and getting distribution.

The Opportunity

For most people considering starting a business, the realization that they need a business plan is like hitting a wall. This generates a great deal of frustration and causes many potential business owners to either give up on their business idea or push ahead into business without a business plan. The current situation allows room in the market for *practical and affordable products* that make the task of business planning manageable for entrepreneurs who realize they need to build their own business plans.