

Example: Key Industry Statements

<i>List of Key Points About Industry</i>	<i>Dan's List of Key Industry Statements</i>
What Industry or industries is your business in?	<ul style="list-style-type: none"> ▪ 71151 Independent Artists, Writers and Performers.
What quantities of goods are sold and what is the value of those goods?	<ul style="list-style-type: none"> ▪ The 672 firms active in Canadian book publishing recorded revenues of more than \$2.4 billion in the 2000–01 fiscal year, up 9.4 percent from the previous survey results in 1998–99 and a 20.0 percent increase from 1996–97. ▪ John Kremer, in his book, <i>1,001 Ways to Market Your Books</i>, states: “More than 1,000 business titles are published every year [in the United States]. In 1996, business book publishers had \$666 million in net sales.”
What is the Industry outlook and growth potential?	<ul style="list-style-type: none"> ▪ Business books are a hot market, and they tend to pick up sales momentum as time passes. Kremer states: ▪ “Between 1991 and 1995, sales of business books [in the United States] increased by 26 percent. Books about small business are especially hot [Simba Information].” ▪ “Business books, like children’s books, sell better as time passes. Business books have a great backlist potential.”
What are the Industry trends (past, present and future)?	<ul style="list-style-type: none"> ▪ The book publishing Industry is growing. ▪ E-books are the fastest growing area of the book publishing Industry. ▪ In the micro-business arena, service type businesses are the fastest growing type of business.

<i>List of Key Points About Industry</i>	<i>Dan's List of Key Industry Statements</i>
What key points about your Industry help to support your business case?	<ul style="list-style-type: none"> ▪ In the United States, 10.1 million adults are engaged in trying to start new businesses at any given time. ▪ Men are twice as likely to start a business as women. ▪ Entrepreneurship involves adults at all ages, except those over 65 years. ▪ The most active group are young men aged 25–34.
What population shifts and consumer trends affect your Industry?	<ul style="list-style-type: none"> ▪ Population figures for my target customer groups are generally increasing.
What are the main challenges faced by the Industry?	<ul style="list-style-type: none"> ▪ The Canadian book publishing Industry is challenged by a dependence on government grants and lower profitability, compared to foreign book publishers and agents.
What are the main barriers or incentives to entry by new businesses?	<ul style="list-style-type: none"> ▪ There are two main barriers to new independent writers entering the Industry: building of credibility and name recognition, and the high cost of marketing to penetrate the market.
What significant new developments have or are taking place in your Industry?	<ul style="list-style-type: none"> ▪ According to Kremer, “In 1970, there were about 3,000 independent small presses in the United States. In 1997, that number had grown to 60,000.”
What is the size of the total market, and how is it divided up and served by your competitors?	<ul style="list-style-type: none"> ▪ Business book sales have enjoyed a history of growth in Canada and the USA, and more growth is forecasted for the future. ▪ According to the GEM 2002 study, about 286 million people, or <i>12 percent</i> of the 2.4 billion labor forces in the 37 GEM countries analyzed, are involved in new business formation.

<i>List of Key Points About Industry</i>	<i>Dan's List of Key Industry Statements</i>
<p>What is the size of your local market?</p>	<ul style="list-style-type: none"> ▪ My primary market will be North America. ▪ There were a total of 344,500 businesses in BC in 2001. Of these, 337,400 (98 percent) were small businesses. Over half (54 percent) of all businesses in the province were operated by a self-employed person without paid help. ▪ The majority of small businesses in BC are micro businesses with less than five employees. In 2001, there were 279,800 small businesses of this description, representing 83 percent of all small enterprises. Over 55 percent of all small businesses were self-employed individuals without paid help. ▪ Three-quarters of small businesses in BC are in the service sector.
<p>What opportunities will your business take advantage of?</p>	<ul style="list-style-type: none"> ▪ To provide business planning solutions to those considering, starting, or growing a business.