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**MARKET ANALYSIS TEMPLATE**

1. **INDUSTRY OVERVIEW**
2. **Market Size**

*Estimate the current size of the market in your sector (e.g., agriculture or manufacturing). Is it growing or shrinking?*

Market Size Estimate \_\_\_\_\_\_\_\_\_\_

Growth Rate (%) \_\_\_\_\_\_\_\_\_\_

1. **Trends**

*What are the current trends in the industry (e.g., sustainability, automation, organic farming, etc.)?*

 Key Trend 1 \_\_\_\_\_\_\_\_\_\_

 Key Trend 2 \_\_\_\_\_\_\_\_\_\_

1. **Regulations**

*Are there any regulations affecting your sector?*

 Relevant Regulation 1 \_\_\_\_\_\_\_\_\_\_

 Relevant Regulation 2 \_\_\_\_\_\_\_\_\_\_

1. **COMPETITOR ANALYSIS**
2. **Main Competitors**

*Identify 3-5 of your key competitors.*

Competitor 1 \_\_\_\_\_\_\_\_\_\_

Competitor 2 \_\_\_\_\_\_\_\_\_\_

Competitor 3 \_\_\_\_\_\_\_\_\_\_

1. **Market Share**

*Estimate the market share of each competitor.*

Competitor 1 Market Share (%) \_\_\_\_\_\_\_\_\_\_

Competitor 2 Market Share (%) \_\_\_\_\_\_\_\_\_\_

Competitor 3 Market Share (%) \_\_\_\_\_\_\_\_\_\_

1. **Strengths and Weaknesses**

*Identify strengths and weaknesses of each competitor.*

Competitor 1 Strengths \_\_\_\_\_\_\_\_\_\_ | Weaknesses \_\_\_\_\_\_\_\_\_\_

Competitor 2 Strengths \_\_\_\_\_\_\_\_\_\_ | Weaknesses \_\_\_\_\_\_\_\_\_\_

Competitor 3 Strengths \_\_\_\_\_\_\_\_\_\_ | Weaknesses \_\_\_\_\_\_\_\_\_\_

1. **CUSTOMER ANALYSIS**
2. **Target Market**

*Define your target market segments (e.g., small-scale farmers, commercial buyers, retailers).*

Target Market 1 \_\_\_\_\_\_\_\_\_\_

Target Market 2 \_\_\_\_\_\_\_\_\_\_

1. **Customer Needs**

*What are the key needs or pain points of your customers?*

Customer Need 1 \_\_\_\_\_\_\_\_\_\_

Customer Need 2 \_\_\_\_\_\_\_\_\_\_

1. **Customer Trends**

*Are there any trends in customer preferences (e.g., organic products, eco-friendly packaging)?*

Trend 1 \_\_\_\_\_\_\_\_\_\_

Trend 2 \_\_\_\_\_\_\_\_\_\_

1. **MARKET OPPORTUNITIES**
2. **Growth Areas**

*Identify areas with potential for growth in your market.*

Growth Area 1 \_\_\_\_\_\_\_\_\_\_

Growth Area 2 \_\_\_\_\_\_\_\_\_\_

1. **Market Gaps**

*Are there any gaps in the market where you could introduce new products or services?*

Market Gap 1 \_\_\_\_\_\_\_\_\_\_

Market Gap 2 \_\_\_\_\_\_\_\_\_\_

1. **Partnership Opportunities**

*Are there potential partners (e.g., suppliers, distributors) that could help you grow?*

Partner 1 \_\_\_\_\_\_\_\_\_\_

Partner 2 \_\_\_\_\_\_\_\_\_\_

1. **RISKS AND CHALLENGES**
2. **Key Risks**

*Identify any risks or challenges that could affect your business (e.g., regulations, supply chain disruptions, economic instability).*

Risk 1 \_\_\_\_\_\_\_\_\_\_

Risk 2 \_\_\_\_\_\_\_\_\_\_

1. **Regulatory Risks**

*Are there any new regulations or legal issues that might impact your business?*

Regulation 1 \_\_\_\_\_\_\_\_\_\_

Regulation 2 \_\_\_\_\_\_\_\_\_\_

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