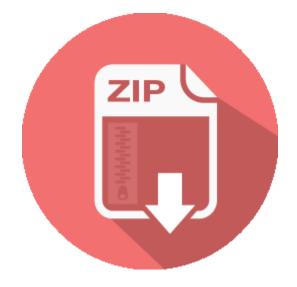
## **MARKET ANALYSIS OF A BUSINESS PLAN**



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#### Conducting a Market Analysis for Your Business Plan

Every business plan should include market analysis. This is one of the first and most important reasons to do a business plan. And whether you're just starting a new business or reviewing an

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Every business plan should have a market analysis, where you identify your target market and provide information about your competitors. Investors will want to see how your business will make money in the current market, so highlight what sets you apart. To write a proper market analysis, you will

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The Industry Analysis is also important as a foundation for your Marketing and Sales Plan. We'll discuss that next. We'll discuss that next. Business Plan: Marketing And Sales

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#### First Steps Writing the Industry Section of Your Business

This means it s important for you to include an industry analysis in your business plan. Readers of your business plan may want to see an industry on a fast-growth track with few established

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