

Industrial Orienter Learning & Current Industry Trends

Q&A

What is estimated size of the industry in money and products sold?

What are the trends in sales over recent years?

What is sensitivity of the industry?

What type of marketing strategy is usually used?

What are management trends in the industry?

What is the size of the population on the market?

What is average age on the market?

What are the percent of males and females?

What is the average income in the market?

What is the percent of ethnicity?

What family statuses exist on the market and what is their percentage?

What type of lifestyle is relevant for the market?

What type of habits related to consumption exists on the market?

Where are potential customers?

What is the Bargaining Power of Buyers?

Is it difficult for customers to make a switch between your products and competitors products?

How much competitors exist there?

Who are the major competitors there?

How long they are in the industry?

How much market share they have?

<https://www.freshersnow.com/previous-year-question-papers/>

Where is their location?

How easy is for other businesses to enter your market and become your competitors?

Who are the major suppliers there?

How much power they have over you and your competitors?



Are there more than one supplier?

Is it difficult for your suppliers to enter in your market, selling directly to your customers?

What is the portion of your business with them from whole their business?

Can you easily switch to substitute products from other suppliers?

What type of product is offered in the industry?

What is the uniqueness of your products?

What are the products that are offered by competitors?

What products could your customers buy instead of yours?

Is there substitute products on the marketplace?

How substitute products affect the marketplace?

What are the crucial factors that affect the thread of substitution?