Worksheet 6a

Market Research: Your Industry

Use the resources through the library and online databases to fill in the following information.

1. What are some important key words that describe your company’s products, services and/or function? You will use these words to search for market information.

   Key word_________________  Key word_________________  Key word_________________
   Key word_________________  Key word_________________  Key word_________________

2. What is the NAICS (North American Industry Classification System) or SIC (Standard Industrial Classification) code for your product or service? There may be several for your business, but focus on those that are the closest match.

   NAICS code:_________________ for ______________________________

   Primary classification name of your product or service

   NAICS code:_________________ for ______________________________

   Primary classification name of your product or service

The following answers should be included in your Marketing Plan.

3. What is the industry’s size and growth rate?

4. Any trends or characteristics?

5. What are typical profit margins and pricing for the industry?