

**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

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**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?