**INDUSTRY ANALYSIS**

For this industry analysis, we are interested in your perspectives on the opportunities and challenges of an industry within which you are already active, or may be interested in entering.

In a first-person narrative of approximately five single-spaced pages (12 point, Times New Roman, 1" margins), we ask that you explore the questions discussed in our module on Industry Conditions and Industry Status, with specific attention these key questions:

* What impact do knowledge conditions have in your industry?
* Are the demand conditions in your industry favorable?
* What is the lifecycle stage of your industry?
* Is the industry capital intensive?
* Is the industry advertising intensive?
* Are you trying to enter a concentrated market?
* What is the average size of a company in the industry?

Be sure to include references to support your statements, assumptions, conclusions, etc. in APA format. The references page is not included within the five-page guidelines. Also be sure to fully consider each question and respond in a 1/2 to 3/4 pages per question.

Our objective with this assignment is to help you to understand industry dynamics, and how to compete effectively within your chosen industry.