**MARKET ANALYSIS**

For this market analysis, we are interested in your perspectives on the opportunities and challenges of a market within which you do (or may) operate. This assignment builds upon your work with your prior industry analysis. With the industry analysis focusing on your competitive environment and related industry factors, this market analysis focuses on customers and the macroeconomic changes that you may experience as you compete within your chosen industry.

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 this section on macroeconomic change with specific attention to these key questions:

* What demographic changes are creating new market needs?
* What psychographic changes are opportunistic?
* What technical advancements are emerging?
* What societal changes are presenting new opportunities?
* What political and regulatory forces will influence the market?

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