

- How important is “size” in this sector?
- What is the impact of privatization and de-regulation?
  - has it happened
  - is it planned
- How important is technology in terms of service delivery, changing the nature of the service provided, timeliness, quality and productivity in the services sector?
- Are services becoming less people-intensive?
- Are industry boundaries starting to overlap?
- Are changes in government policy affecting the sector (e.g. new standards, regulations, customs)?
- Is there an issue of cultural transferability?
- How important is it to follow (or lead) the customer?
- What is the role of networks in services delivery?
- How important are flexibility and customization of services?

## Trends

*[In this section, trends which will influence the outlook for the sector and how business will be done in the sector should be identified. These trends can have either a positive, neutral or negative impact on the future of the industry. The user should endeavour to identify the ramifications — both the threats and the opportunities — which will result.]*

- Is the sector growing or contracting?
  - annual sales (also correcting for inflation)
  - market share
  - domestic sales
  - exports/imports
- Are there significant technological changes affecting the sector?
- What is the impact of out-sourcing and development of networks?
- How do changing capital/labour intensity priorities affect this sector?
- How are cost structures changing and what is their impact on competitiveness?
- How important is “size” in this sector?
- What is the market influence of the multinationals?
- How important are flexibility and customization/specialization?
- What is the impact of environmental and health standards?
- Are other changes in government policy affecting the sector (e.g. new standards, regulations, customs, etc.)? Are any planned for the near future?
- Is the market base (types of customers, applications) experiencing change or expecting some change?