

By individual products

- If they are significant, what are the individual products of this sub-sector?
 - value
 - volume
 - market penetration
 - market share
 - trends
 - competitiveness factors
 - import/export competition

CHAPTER 2: MARKET DYNAMICS

[This chapter should be organized by sub-sector or groups of related sub-sectors, due to the different market dynamics for each sub-sector]

Section A: Profile of Customers**Description of the customer for the product**

- What are the common characteristics of the customer, i.e. the market segment, and what dimensions can be used to segment the market?
- What characteristics do corporations share?
 - end users or component manufacturers
 - corporate culture, early adopters or traditionalists
 - corporate ownership — multinational
- What characteristics do government organizations share?
 - individual departments, RFPs, sole source etc.
 - central purchasing
 - government-to-government organizations
- How is the export market defined?

Number of key customers

- Is the customer base large, narrow, vertical or horizontal?

Important user benefits

- What does the customer care about?
 - price
 - quality
 - product function, design, compatibility with other products
 - timeliness
 - customization and product flexibility
 - service and reliability, warranties, guarantees, upgrades and service