

## 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?

## Section B: Specification of Sub-sectors

*[This could encompass several sections. Any sector will be composed of sub-sectors or specific products. This part of the profile should include sections for each sub-sector or major product. Each sub-section should set out a sub-sector or major product category according to the categories and issues noted above and used for the whole sector.]*

### Description of sub-sectors

- What are the characteristics of the sub-sectors?
  - number of establishments, size of companies, employment levels, wage rates, unionization, number of production workers, value-added, productivity, R&D expenditures, capital expenditures, foreign ownership levels, corporate concentration, amount of upstream and downstream integration, amount of out-sourcing, export orientation, location of activity, patterns of trade, and sector organizations and partnerships.
- What needs do the products serve?
- How are the sub-sector(s) positioned in the target market?