

Section B: Specification of Sub-sectors

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

Description

- What is the definition of the sub-sector (*note limitations described above*)?
- What needs are served by the services?
- How are the sub-sector(s) positioned in the target market?
- What are the industry characteristics?
 - number of establishments, size of companies, employment levels, wage rates, productivity, R&D, 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.

Size

- What is the size of each sub-sector?
 - annual sales and trends
 - percentage of the whole sector

Trends

[In this section, trends which influence the outlook for the sub-sector and how business will be done in the sub-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.]

- What are the trends?
 - technological impact
 - impact of government policies
 - blurring of industry boundaries
 - customization and flexibility
 - changing market demand, requirements and services mix
 - linkages and networks
 - after sales support/repair

Outlook

- What is the outlook for this service sub-sector?
 - demand — and contingent factors such as economic growth
 - services infrastructure
 - impact of rising consumerism (if any)
 - greening (environmental issues)
 - ability to compete — e.g. out-sourcing and network development