

INDUSTRY ENVIRONMENT QUESTIONNAIRE

Use this questionnaire to start your list of opportunities and threats in your industry environment.

| WHEN WILL THIS FORCE IMPACT OUR COMPANY? | NOW | 1-3 YEAR | 5-10 YEAR | NEVER | IS THIS AN... OPPORTUNITY THREAT | |
|---|-----|----------|-----------|-------|--|--|
| Increase in the number of competitors | | | | | | |
| Potential for substitute products | | | | | | |
| Increase in the power of our suppliers or vendors | | | | | | |
| Increase in the power of our buyers or customers | | | | | | |
| Greater intensity of rivalry between us and our competitors | | | | | | |