**RATIO ANALYSIS**

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| **Team Members:** | [Name] |
| **Industry Chosen:** | [Organization Name] |
| **Category (Competitor) definition:** | [Definition] |

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| **Key Issues/Questions** | **Information source(s) you tried** | **Did you find information?**  **If yes, describe it briefly**  **If no, go to the next column** | **Your plan to find information** |
| Category (industry) size & growth rate |  |  |  |
| Sales trend for the last 3-5 years |  |  |  |
| Stage in Product Life Cycle |  |  |  |
| Cyclicity and Seasonality |  |  |  |
| Marketing mix (in general)   * Product * Price * Channel * Promotion |  |  |  |
| Profit and financial ratios |  |  |  |
| Industry attractiveness   * Intensity of rivalry * Power of buyers * Power of suppliers * Pressure from substitutes * Threat of entry |  |  |  |

\*: Use the exactly same template file on Web or my personal webpage for actual typing in of information.