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