



Trade Sector Analysis

▫ Title



Background Information

▫ Enter a subheading here



Definition of the Trade Sector

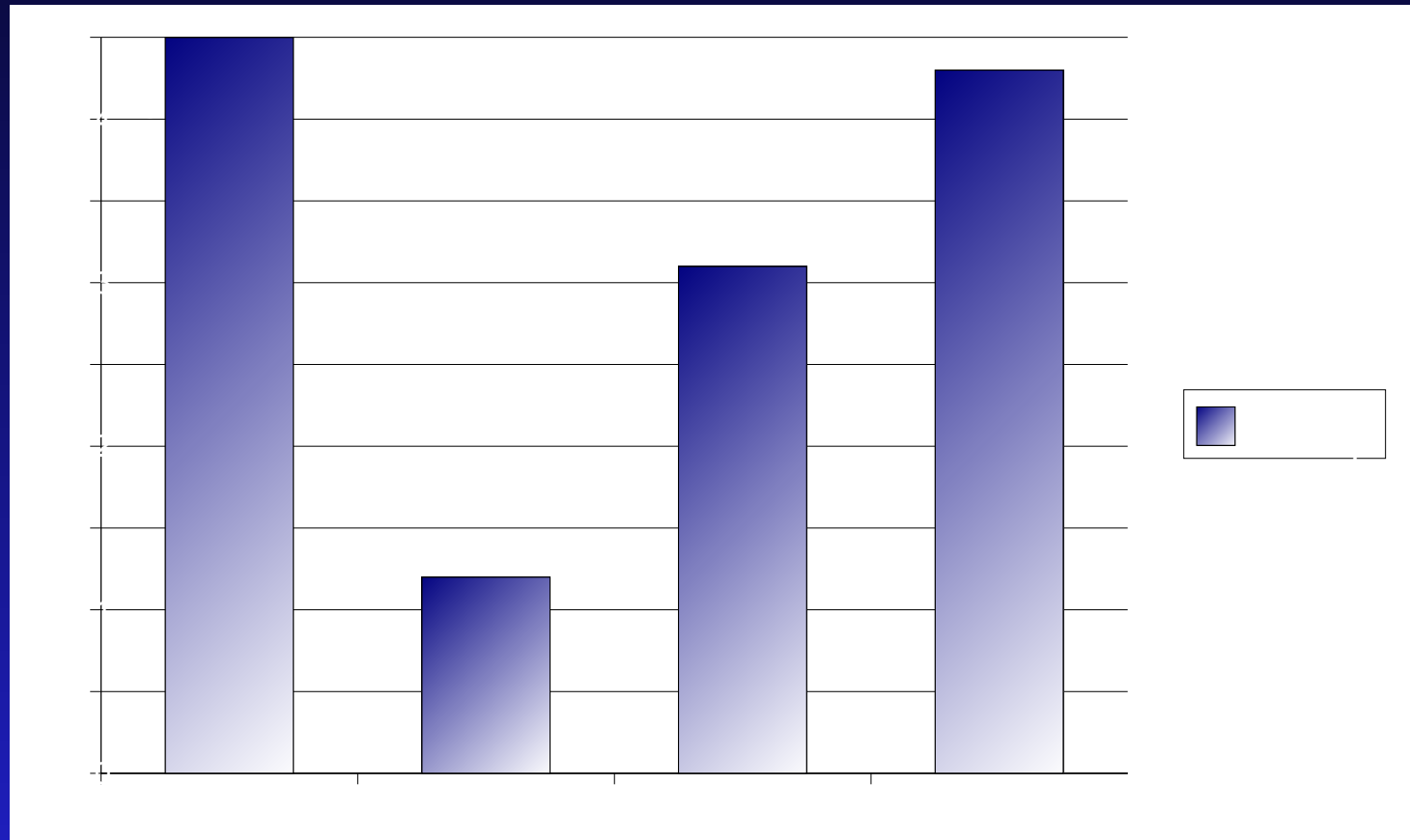
- Describe the products and services in this trade sector



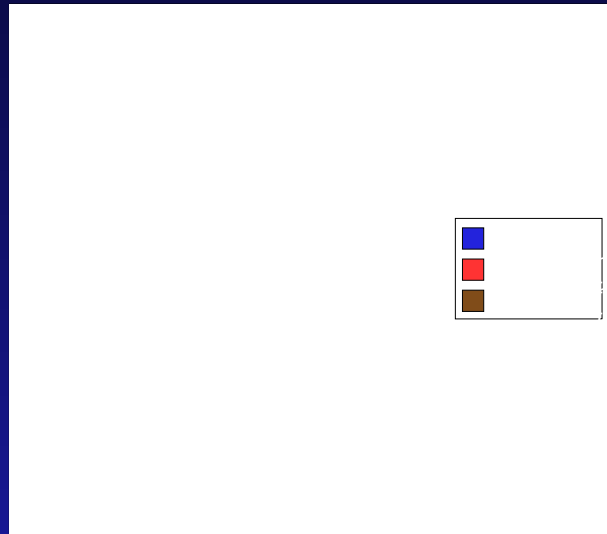
History of the Trade Sector

- Provide some information about the history of this trade sector

Sales Development in this Sector



Sales Growth by Market Segment





Critical Success Factors

- Describe the critical success factors for the sector here



Customers

▫ Enter a subheading here



Customer Categories

▫ Describe the most important customer types



Customer Motivation

- What is the purchase behavior of key customers?



Customer Influence

- Market position of customers in this sector



Competitors

▫ Enter a subheading here

Competing Products

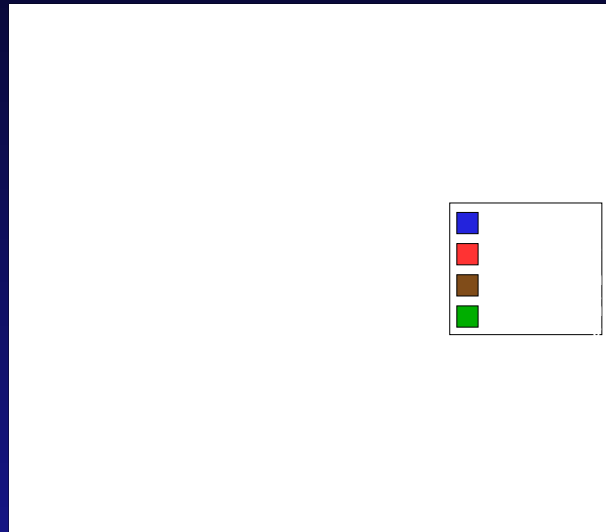
Competitors

Product

Competitors' Strategies

Competitors	Strategy

Market Share





Suppliers

▫ Enter a subheading here

Products Supplied



Suppliers	Product



Supplier Influence

- Analyze the influence of suppliers on the sector



Trends

▫ Enter a subheading here



Innovations

- Describe recent innovations which have had an influence on the sector



Summary

▫ Summarize the key points here



Steps of Action

▫ List the next steps of action here