



## External Analysis

### Barriers to Market Entry

What could stop you from moving forward?  
What could impact your success?

### Industry Trends

Is this a mature industry?  
Is this an industry that's stagnant or growing?  
How has it changes recently?  
Are there likely to be new competitors?

### Demographics

Who is the typical buyer in this industry?  
Are there differences based on geography?

### Government

Are there government regulations in your industry?  
Are you expecting them to change?  
Are there legal barriers to enter the market?

### Technology

Are there current technology challenges in your industry?  
Do you expect them to change?  
How is technology currently viewed?

### Social Impact

Does your product/service have a social impact?  
Should it?  
How does the general population view your industry?  
Can/Will you change it?



# Sm Marketing Institute

The Sm Marketing **CONNECT** Learning Center



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External analysis means examining the industry environment of the company, including factors such as any barriers to entry, industry trends, buyer demographics, government impact, technology, and social impact. The primary purpose of external analysis is to determine the viability of a business opportunity or any segment that will drive profitability, growth, and volatility. This tool will give you a good start to asking the right questions.

Do you have questions or need help with this tool? Send us an email at [info@smmarketingconnect.com](mailto:info@smmarketingconnect.com). We are happy to answer your questions!