**Industry Research (IA2B)**

**SBE 100**

**Spring 2016**

This industry research report is worth 15 points. Ensure that your research report has each of the sections marked in bold below.

* 1. **NAICS Code (1 points)**

Choose the NAICS code that most closely reflects your industry segment.

* 1. **Industry Size** (2 points)

Prepare a report on the industry that you select, highlighting the most current information on industry size (in dollars). This report should be based on research that you conduct using BMCC online databases. *Please provide in-text citations wherever you cite research.*

* 1. **Industry Growth** (3 points)

Discuss statistics regarding growth of industry. This entails calculating and stating the percentage growth (positive or negative) in the industry size in the last five years (or one year) depending on the information that is available to you. Discuss factors that impact growth such as competitive structure or barriers to entry. This report should be based on research that you conduct using BMCC online databases. *Please provide in-text citations wherever you cite research.*

* 1. **Trends in the Industry** (3 points)

Research and report trends in the external environment of the industry. Trends are changes taking place in the external environment that affect the industry. These trends could prove to be either opportunities or threats for businesses in this industry. List these trends under two sections – (i) opportunities, and (ii) threats. *Provide in-text citations wherever you cite research. Remember opinions need to be substantiated by research.*

* 1. **Recommendations** (3 points)

Provide at least three recommendations to a person who is planning to enter this industry based on your analysis of opportunities and threats. The recommendations need to be tied directly to your research. *Please cite the research both in-text as well as in the reference section.*

* 1. **Citations** (3 points)

Ensure that all your research sources are cited in-text as well as in the reference section using APA (please watch this [video](https://www.youtube.com/watch?v=fLlLIYxeGls)  for in-text citations. For Reference citation - you can use [Easy Bib](http://www.easybib.com/)  --- remember IBIS World reports have the name and month, year on the top right of the research report)