**Feasibility Scan: Market and Industry Trends**

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| **Social Enterprise Idea:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |
| How big is the overall market for this product/service/industry? What is the potential? |  |
| Is this a growing industry? Is it changing? If so, how is it growing or changing? |  |
| How crowded is the market? Does it appear to be comprised of many small- to mid-sized players or concentrated in the hands of a few companies? |  |
| What suppliers serve this industry? If you decide not to pursue this business idea, might there be a business opportunity as a vendor or contractor to the larger industry? |  |
| What trends are influencing the direction of the industry? |  |
| What else did you learn about the industry or market and where it’s headed? |  |

**Sources / Citations:**