
Question 3: Who is my current competition?

***Instructions:** First read through the third activity of Lesson 5, Your Industry. Turn to the table overleaf and complete the first column listing your competitors (there is room for 10 but you do not have to use every row).*

Question 4: Analysing the competition?

***Instructions:** First read through the fourth activity of Lesson 5, Your Industry. Turn to the table overleaf and complete the remaining columns for the closest 1-3 competitors to your business concept.*

Question 5: What's the outlook for my industry?

***Instructions:** First read through the fifth activity of Lesson 5, Your Industry. Spend a moment reviewing what you know about your industry and consider any factors you feel could impact it positively or negatively in the near future (1-3 years). Write a paragraph explaining your thoughts below.*

Question 6: What is my pricing model?

Instructions: First read through the sixth activity of Lesson 5, Your Industry. Spend a moment reviewing your list of products from the previous Lesson 4, then write a paragraph explaining your overall pricing approach and then list your products and prices in the table below.

Description of Service/Product	Price \$

Relax

Instructions: Congratulations! You have now written the third component to your business plan – Your Industry!