



Market Share Distribution

List below the current market leaders and the approximate percentage of the market each one commands.

Competitor	% of Total Revenues	% of Total Units Sold	Trend of Market Share (increasing or decreasing?)
1.			
2.			
3.			
4.			
5.			

Which competitor(s), if any, have historically been the market leader(s)? _____

Which competitors have increased market share substantially in the last three years? _____

Is overall competition increasing, stable, or decreasing? _____

Briefly describe the most important characteristics of the market leader(s):

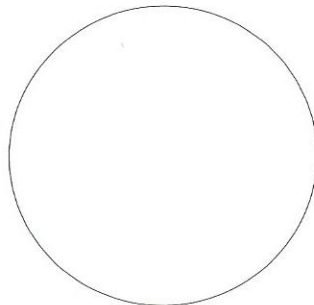
Competitor #1: _____

Competitor #2: _____

Competitor #3: _____

Divide the pie charts below to indicate market distribution.
(These charts can be included in your written plan for visual interest.)

Market Share by Revenues
(estimate)



Market Share by Volume
(estimate)

