What are the threats? 
______________________________________________________________________

What are the opportunities? 
_________________________________________________________________

Several external and internal factors can affect your industry and trends. It is important to examine these influential economic conditions and how they may impact your business concept. For example, the federal government imposes capitated reimbursements on outpatient occupational and physical therapy services. If your business concept is to create a community wellness center that will provide senior services and you plan to bill Medicare, you will have to plan on limited financial gains. Therefore, you may have to investigate other reimbursement strategies to be financially successful.

In Table 3-1, you will find a table that rates the impact factors as high, moderate, low, or none, and circles the adjacent corresponding letter. This table allows you to compare both internal and external factors that may impact your business concept.

Anticipating the high and moderate external and internal factors impacting your industry will assist you in understanding and describing your industry and its emerging trends. See the next page for an example of industry description and trends.