

# INDUSTRY STRUCTURE

	DEGREE	TRENDING
<b>Life Cycle Stage</b>	Growth – Maturity – Decline	Increasing – No change – Decreasing
<b>Regulation Level</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Revenue Volatility</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Technology Change</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Capital Intensity</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Barriers to Entry</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Industry Globalization</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Concentration Level</b>	High – Medium – Low	Increasing – No change – Decreasing
<b>Competition Level</b>	High – Medium – Low	Increasing – No change – Decreasing