<https://www.nei.org/Issues-Policy/Economics/Cost-Benefits-Analyses>

https://www.worldnuclearreport.org/The-World-Nuclear-Industry-Status-Report-2015-HTML.html

1. What is your total industry-wide sales volume? In dollars? In units?

2. What are the trends in sales volumes within your industry?

3. Who are the major players and your key competitors? What are they like?

4. What does it take to compete? What are the barriers to entry?

5. What technological trends affect your industry?

6. What are the main modes of marketing?

7. How does government regulation affect the industry?

8. In what ways are changing consumer tastes affecting your industry?

9. Identify recent demographic trends affecting the industry.

10. How sensitive is the industry to seasons and economic cycles?

11. What are key financial measures in your industry (average profit margins, sales commissions, etc.)?