

General Market Study Outline (Pictures are GREAT help!):

- I. Define Topic
 - a. What study is about?
 - b. Scope
 - c. Terminology
 - d. Value Chain (steps from raw materials to end product)

- II. Market Overview
 - a. Size
 - b. Regions
 - c. Customers (List and Market Share) – we will contact later, so include contact information
 - d. Competitors
 - e. Market Shares
 - f. Graphite Products Used and Why?

- III. Graphite Play and Why (Value-Add = ?)
 - a. Differentiation vs. Alternatives = ?

- IV. Financial Opportunity
 - a. Sales, Sale-Quantity, Price, Growth Outlook
 - b. Customers, Regions

- V. SWOT = Strengths, Weaknesses, Opportunities, and Threats

- VI. Recommendations & Strategy