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