

TASK DETAILS	
Title	INDUSTRY ANALYSIS
Type	TEAM
Activity	REFINE BUSINESS IDEA
Department	ALL DEPARTMENT
Duration	1x SESSION, 1 CLASS HOUR
LEARNING OBJECTIVE	OUTPUT
	An analysis of industry trends related to the students' business ideas.

INTRODUCTION

A solid business idea must be supported by strong industry data. Industry analysis allows us to assess whether a product or service has the potential to grow by understanding overall market growth trends.

No	ACTIVITY
1	<p>Introduction and Industry Identification</p> <p>The facilitator introduces the importance of conducting industry analysis in shaping a viable business idea, as outlined in the introduction. Additionally, explain the type of market analysis that will be conducted, which involves comparing market growth data over several years based on publicly available industry information.</p> <p>Each group should then identify the industry corresponding to their business idea. The following is a list of industry categories in Indonesia:</p> <p>Primary Industry (Resource-Based):</p> <ul style="list-style-type: none"> • Agriculture & Plantation → Palm oil, rubber, coffee, cocoa, tea, rice • Fisheries → Wild catch and aquaculture, including other marine products • Forestry → Wood, pulp, and paper • Mining & Energy → Coal, oil & gas, nickel, copper, gold, renewable energy <p>Secondary Industry (Manufacturing & Processing):</p> <ul style="list-style-type: none"> • Food & Beverage (FMCG) → Snack foods, beverages, dairy products • Textiles & Apparel → Garments, batik, tailoring, fashion retail • Automotive → Vehicle production, spare parts, car/motorcycle assembly • Chemicals & Pharmaceuticals → Medicines, cosmetics, fertilizers, chemicals • Electronics & Technology → Smartphones, TVs, electronic components • Cement & Building Materials → Cement, steel, aluminum, glass, concrete <p>Tertiary Industry (Services & Digital):</p> <ul style="list-style-type: none"> • Tourism & Hospitality → Hotels, restaurants, travel agencies, tour guides • Finance → Banking, fintech, insurance, investment • Telecommunications & Media → Mobile operators, TV, radio, online media • Transportation & Logistics → Delivery services, ride-hailing, shipping • E-Commerce & Digital → Marketplaces, tech startups, SaaS • Education → Schools, tutoring centers, online courses • Healthcare → Hospitals, clinics, digital health services

2	Trend Research via Statista After selecting the relevant industry, each group must research trends for that industry using the website www.statista.com . Instruct the groups to log in to the site to gain access to the desired trend charts.
3	Finding Relevant Industry Charts Each group should find a chart that illustrates the growth or trend of their chosen industry. If possible, locate data covering a five-year period to better understand long-term trends.
4	Industry Trend Analysis Analyze the selected chart and calculate the average annual growth rate as the group's final industry trend analysis. Use this analysis as a basis for decision-making regarding the viability of the proposed business idea, based on the health and growth of the relevant industry.

REFERENCE

www.statista.com

TASK TEMPLATE