

# Industry Data ChatGPT Prompts to Duplicate IBIS World

All ChatGPT prompts are in *Italics*.

Enter the following initial prompt to establish the initial context. You can add more details to get greater granularity in ChatGPT's responses. For example, you could enter just the NAICS code (561720) for a Janitorial Services Business, as provided, and you would get both residential and commercial cleaning companies. However, if you added that you specialize in residential cleaning, the responses would be refined to residential cleaning only, excluding commercial.

*I want to start a business with NAICS [enter industry NAICS number] in [enter the city and state]. For verification purposes, I require a link to the source URL you used for your response at the end of any datum or claim. Do you understand?*

For each of the following sections, you can enter each bullet separately to get a more detailed response, enter each section as a group prompt for a response with a medium level of detail, or the entire document with its multiple sections for a less detailed yet still relatively comprehensive response.

## Industry Overview

- *Provide a comprehensive definition of my industry. What are the key products and services included?*
- *What specific services does my industry encompass?*
- *For my industry in the United States, what is the total revenue, number of people employed, number of businesses, total profits, average profit margin, and total wages? Also, provide information on whether the numbers are growing or declining and by what percentage.*

## Key External Drivers

- *What are the key external drivers influencing my industry? How do factors such as GDP, corporate profit, per capita disposable income, number of businesses, and vacancy rates affect demand, and is their impact positive or negative?*
- *Provide my industry's revenue breakdown by key product and service lines.*
- *What demographic and macroeconomic factors impact the industry?*
- *What regulations impact the industry?*

## Industry Structure and Competition

- *Provide information on my industry's structure, including the level and trends for concentration, barriers to entry, Regulation and policy, life cycle, revenue volatility, capital intensity, government assistance, completion, and innovation.*
- *What's driving current industry performance?*
- *What influences my industry's volatility?*

- *What's driving my industry's outlook?*

## **Products and Services**

- *What are the major products and services offered in my industry? Which services contribute the most to revenue?*
- *What are the trends in demand for specific services within my industry?*

## **Major Players and Market Share**

- *Conduct a comprehensive analysis of key competitors in the industry. Identify five major competitors in my state. Analyze my competitors' pricing strategies and business models. Collect my competitor's website, location, and contact information. Compare each of their strengths and weaknesses relative to the business.*
- *Provide an overview of their market share, revenue, and notable strategies.*

## **Geographic Breakdown**

- *What cities in my state have the highest concentration of businesses in my industry?*
- *Which cities drive the most revenue?*
- *For my state, provide the number of establishments, total revenue, and wages in my industry.*
- *How does geographic location affect demand for my industry's services? Provide insights into regional differences in market size.*

## **Competitive Forces**

- *Identify strengths, weaknesses, opportunities, and threats (SWOT) for the business.*
- *Conduct a PESTLE analysis (Political, Economic, Social, Technological, Legal, Environmental) to understand the external factors influencing the business.*
- *Conduct a Porter's Five Forces (Supplier Power, Buyer Power, Competitive Rivalry, Threat of Substitution, and Barrier to Entry) to understand the external factors influencing the business.*
- *What challenges do potential industry entrants face?*
- *What are substitutes for industry services?*
- *Identify the second- and first-tier suppliers and my product or services first- and second-tier buyers.*
- *What power do buyers and suppliers have over the industry?*

## **Financial Performance and Benchmarks**

- *What are the average operating costs, including wages, purchases, profit, depreciation, marketing, rent, utilities, and other costs in my industry, as a percentage of revenue?*
- *Now, produce a pie chart to help me visualize my operating costs*
- *Using data from the past three years, what is the average EBIT/Revenue, EBITDA/Revenue, and Leverage Ratio for businesses in my industry?*

- *Using data from the past three years of businesses in my industry, what is the percentage of total revenue for the following income statement items: Cost of goods and gross profit?*
- *Using data from the past three years of businesses in my industry what is the percentage of expenses are the following: total salary and wages including direct and indirect, advertising, depreciation, amortization, rent paid, repairs, bad debts, employee benefit programs, compensation to officers, taxes paid, interest, and other. Include the net income average.*
- *Using data from the past three years of businesses in my industry, what is the percentage of total assets for each of the following: cash and equivalent, notes and accounts receivable, inventories, other current assets, plus other investments, property, plant and equipment, accumulated depreciation, intangible assets (Amortizable), accumulated amortization, and other assets.*
- *Using data from the past three years of businesses in my industry, what is the percentage of total liabilities and net worth for each of the following: 'mort, notes, and bonds under one year, other current liabilities, loans to shareholders, 'mortgage, notes, bonds, one year or more, other liabilities.*
- *Calculate the following key financial ratios for my industry:*
  - *1. Current Ratio: Current Assets / Current Liabilities*
  - *2. Quick Ratio: (Current Assets - Inventories) / Current Liabilities*
  - *3. Debt-to-Equity Ratio: Total Liabilities / Total Equity*
  - *4. Gross Profit Margin: Gross Profit / Total Revenue*
  - *5. Net Profit Margin: Net Income / Total Revenue*
  - *6. Return on Assets (ROA): Net Income / Total Assets*
  - *7. Return on Equity (ROE): Net Income / Total Equity*

## **Technological Innovations and Trends**

- *What are the latest technological innovations affecting my industry?*
- *How has integrating smart technologies impacted operational efficiency and profit margins for businesses in my industry?*

## **Industry Outlook**

- *What is the forecast for my industry over the next 5 to 10 years? What trends are expected to drive growth or pose challenges?*
- *How is the demand for services in my industry expected to change post-COVID, and what are the growth prospects?*