

# **Service Sectors Ripe For Investment**

This business information report has been independently prepared by utilizing a comprehensive variety of "primary" and "secondary" information sources and techniques including: in-depth telephone interviews, analyses of other market surveys, trade journals and trade association research, competitor literature, government and other data, custom searches of business databases, combined with original Marketdata compilations, analysis, interviews, rankings and forecasts.

Information in this report was carefully selected to represent only the most pertinent and up-to-date material for informed decision making, forecasting, and planning... the historical, current, and projected size and growth of markets and industries - the nature of end-user demand, major industry trends and issues, industry structure, and competitor profiles.

**This "off-the-shelf" report is equally applicable to:** venture capital firms, investment banks, entrepreneurs, private equity firms, franchisors, pharmaceutical companies, physician practices, hospitals, securities analysts, banks, consultants, and merger and acquisition candidates.

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**Marketdata Enterprises, Inc.**  
**7210 Wareham Drive**  
**Tampa, FL 33647 (813-971-8080)**  
**[www.marketdataenterprises.com](http://www.marketdataenterprises.com)**

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## **24 hr. weight loss cable TV channel**

34-43

- Proposed concept and operating model
- Why the demand? – discussion & analysis, failure of Oprah’s OWN Network  
Provides opportunity
- Target customers
- Strategy & existing competition: none
- Estimated start-up costs
- Market size & potential
- Reference directory of market sources and experts

### Appendix

- List of 128 Possible Content/Video Providers for Weight Loss, TV Channel – Partners (diet MDs, entrepreneurs, websites, diet companies, diet book authors, apps companies, MLM firms, OTC diet product mfrs., etc.)

## **Self-improvement annual exposition and conference**

44-53

- Proposed concept and operating model
- Why the demand? – discussion & analysis
- Target customers (general public, self-improvement companies)
- Strategy & existing competition: none
- Estimated start-up costs
- Market size & potential
- Reference directory of market sources and experts

## **24 hr. self-improvement TV channel**

54-63

- Proposed concept and operating model
- Why the demand? – discussion & analysis
- Target customers
- Strategy & existing competition: Hay House, Gaiam TV, OWN, You Tube  
Are minor players with Internet TV and live seminars
- Estimated start-up costs
- Market size & potential
- Past efforts of TSTN, The People’s Network
- Reference directory of market sources and experts

### List

- List of 68 Possible Content/Video Providers for Self-Improvement TV Channel Partners (motivational speakers, personal coaches, holistic institute directors, book authors, etc.)

## **Medical foods market annual conference & trade association**

64-74

- Definition of medical foods, products, how used
- Proposed concept and operating model
- Why the demand? – discussion & analysis of diseases & conditions that can be treated via medical foods (depression, Alzheimers, osteoporosis, chronic pain, fibromyalgia, etc.)
- Target customers: retail pharmacists, MDs, nursing homes, hospital  
  Infant care units, dietitians, other healthcare facilities
- Strategy & existing competition: none
- Estimated start-up costs
- Market size & potential: 2011, 2015, 2020 F
- Reference directory of market sources and experts

### List

- List of the 29 medical foods manufacturers