

# External Analysis

Participating Students:

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**PART ONE:** In groups of 4: Assign each group member one of the 4 environments:

1. **Political/Legal**
2. **Economic**
3. **Socio/Cultural**
4. **Technological**

Identify the key components of your environment and brief your team.

Example: Social/cultural – you might look at stats of population moving around the country.

Economic – you might look at the Gross Domestic Product (GDP).

(There are several for each)

Identify key metrics or measures to monitor in each environment to help identify trends that will inform decision making.

Political / Legal

Economic

Socio-Cultural

Technological

# External Analysis

**PART TWO:** Considering any ONE of the companies below, how do the PEST forces have an effect on the company today and in the future. You will present your thoughts to the class.

Walmart  
Subway  
Pepsi

Samsung  
Royal Bank  
Ford

Disney  
Shopper's Drug Mart  
Chevron

Political / Legal:

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Economics

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Social-Cultural

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Technology

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