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1. MACRO ENVIRONMENT

1. Environmental Scan

Assesses the micro market and macro environment.

Two types:

1. Before starting the business
2. Continuous scanning

3. PESTLE Analysis

Political factors
Economic factors
Social factors
Technological factors
Legal environment



2. SWOT Analysis

Only Opportunities and Threats "O" and "T".

2. MARKET ENVIRONMENT

1. Environmental Scan

2. SWOT Analysis

Only Opportunities and Threats "O" and "T".

3. Porter's Six Forces

1. Levels of rivalry (current competitors)
2. Threats of new entrants
3. Availability of substitute products
4. The power of suppliers
5. The power of buyers
6. Complementary products



1. MICRO ENVIRONMENT

1. Environmental Scan

2. SWOT Analysis

Only Strengths and Weaknesses "S" and "W".

3. Resource-based Analysis

Tangible and intangible resources utilised in the organisation

4. Value-chain Analysis

Value created (or not) in a chain of activities

5. Balanced Score Card (BSC)

Describe key outcomes to measure/evaluate performance from financial, customer, internal process, learning and growth perspectives.

8 different business functions

1. Purchasing function
2. Production function
3. Financial function
4. Human capital/human resources
5. Marketing function
6. Public Relations function
7. Administrative function
8. General Management function

