

10. Why can a company like McDonalds promote itself using different techniques than Cinebowl?

Task 2: Understanding the impact of the external environment

Every business needs to understand what is going on around it and identify the factors that can affect how it operates, and whether it succeeds or fails. They will conduct a ‘PESTLE’ analysis as this helps them to develop strategies to react to these external factors. PESTLE stands for:



Using your knowledge and any other sources, complete the table below with possible points under each of the SIX factor headings. Try to identify at least three more under each heading or push yourself to add as many more as you can!

3. Do they operate locally, nationally or internationally? Explain your point.

4. Using the points you highlighted in your PESTLE analysis, how will your business and the way it operates be affected?

Point	Impact
Political	
Economic	
Social	
Technological	
Legal	
Environmental	

Task 3: Preparing to Evaluate... A key skill that you need to develop as a successful Business student is the ability to EVALUATE. You will need to weigh up the strengths and weaknesses of something and be able to make judgements and decisions about what should or shouldn't be done to achieve a business's objectives in the short and long term.



Click or copy the following link and watch the video clip

