

Analysis of the current situation

Marketing Plan NOW
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Chapter 1 out of 4
Macro Environmental
Analysis

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1.1 Macro environmental analysis

- Being exposed to the news allows you a higher level of awareness of the business environment.
- Certain environments influence your business more than others.
- What are those environments?



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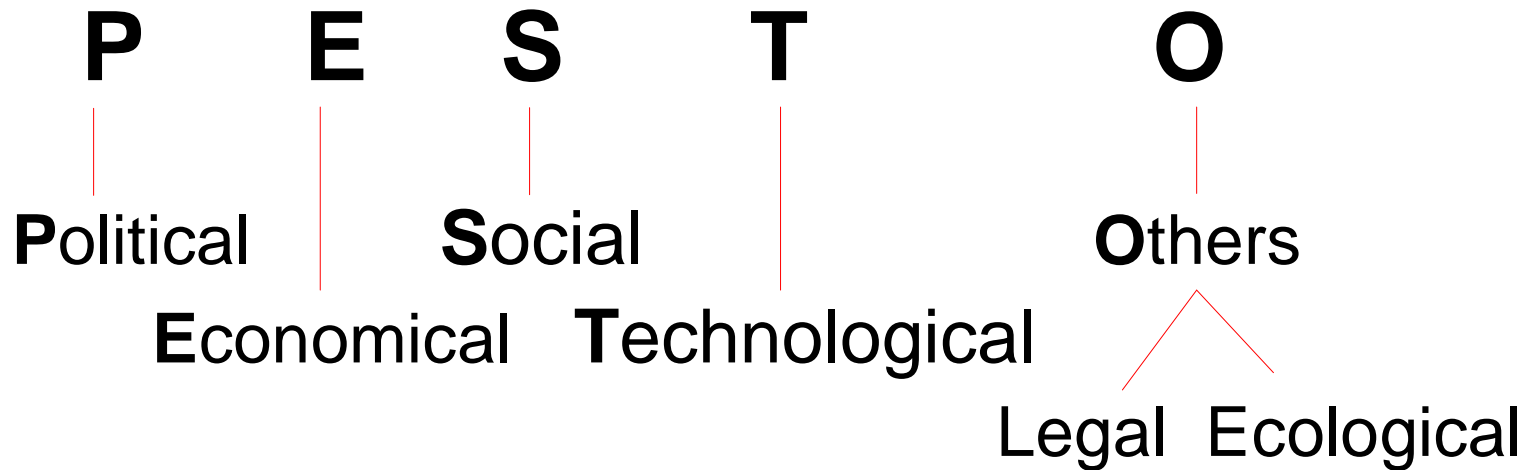
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1.1 Macro environmental analysis

- There are several “models” that comprise the abbreviations of the following environments:
 - **P**olitical
 - **E**conomical
 - **S**ocial
 - **T**echnological
 - **L**egal (or **R**egulatory)
 - **E**cological
- Among the titles of the same “model” are PEST, PESTLE, SLEPT & STEER
We prefer **PESTO**



1.1 Macro environmental analysis



PESTO sauce is easy to remember and is best when it's fresh - the same goes for your news.



1.1 Macro environmental analysis



- You should evaluate the level of dependency of your business to each PESTO environment.
- You should briefly describe the top two relevant environments as per their level of influence.
- Examples:
 - importer of branded fashion = social & economical
 - developer of email marketing software = tech & legal
 - distributor of drip irrigation = political & ecological



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