Analysis of the current situation
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?
1.1 Macro environmental analysis

- There are several “models” that comprise the abbreviations of the following environments:
  - Political
  - Technological
  - Economical
  - Legal (or Regulatory)
  - Social
  - Ecological

- 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.

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- 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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