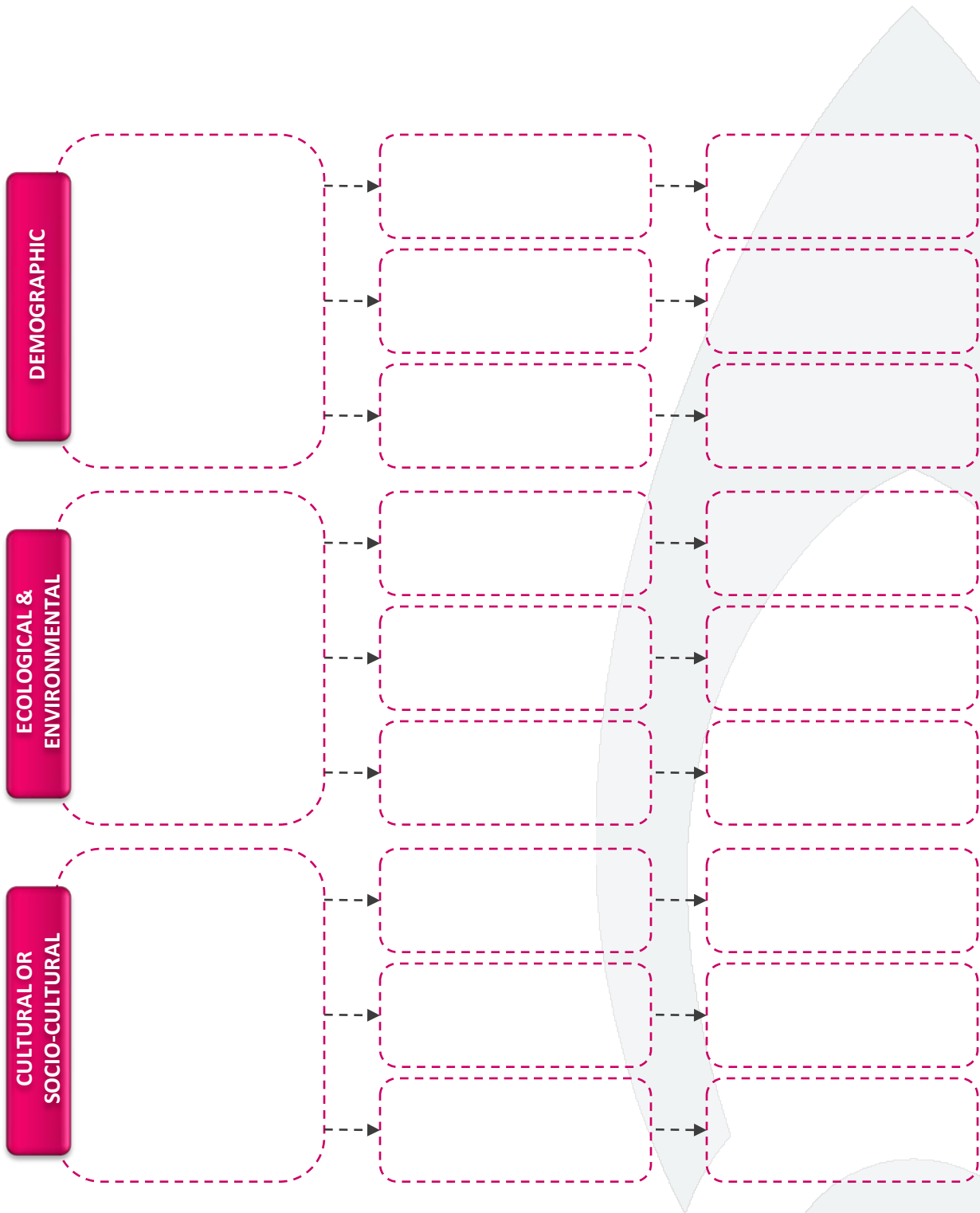


# environmental scan

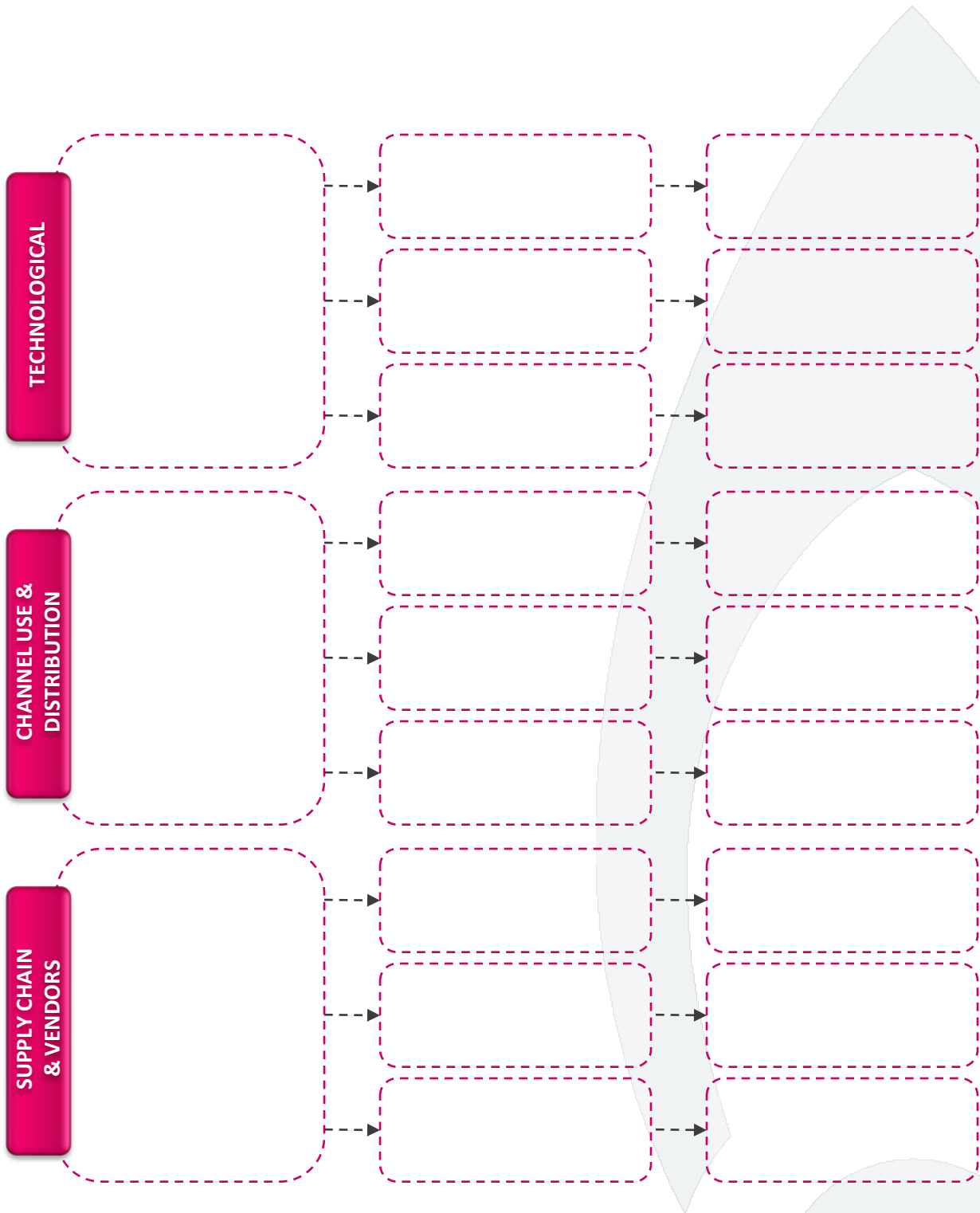
Identify key areas outside of organizational control but which can impact goal-attainment and the effectiveness of operational and marketing strategies.

	1 Brainstorm a list of issues or trends for each category.	2 Select the top three most important items from Step 1.	3 Write a brief statement on the potential impact of each item.
LEGAL, REGULATORY & GOVERNMENTAL			
POLITICAL			
ECONOMIC			

# environmental scan continued



# environmental scan continued



# environmental scan final

## 4

Select up to five of the most important issues that you plan to address and draft a paragraph based on the impact described. These can then be copied into your final planning document.

ISSUE 1

ISSUE 2

ISSUE 3

ISSUE 4

ISSUE 5



**Next Step:**  
**MARKET ANALYSIS**