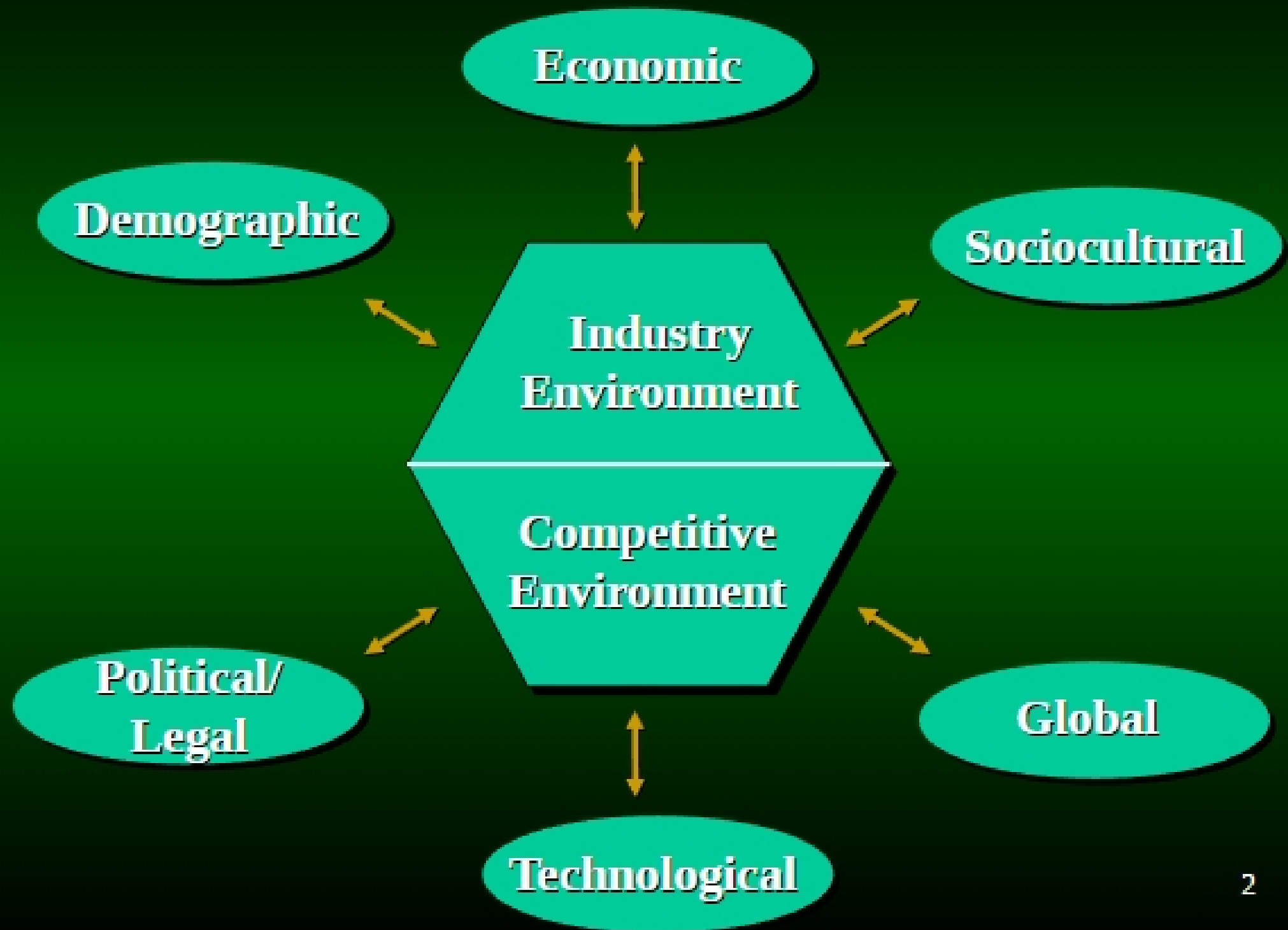


The External Environment: Opportunities, Threats, Industry Competition, and Competitor Analysis

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Components of the General Environment



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Demographic Segment (Walmart Zorro)	<ul style="list-style-type: none"> • Population size • Age structure • Geographic distribution 	<ul style="list-style-type: none"> • Ethnic mix • Income distribution
Economic Segment (Inventory)	<ul style="list-style-type: none"> • Inflation rates • Interest rates • Trade deficits or surpluses • Budget deficits or surpluses 	<ul style="list-style-type: none"> • Personal savings rate • Business savings rates • Gross domestic product
Political/Legal Segment (Microsoft)	<ul style="list-style-type: none"> • Antitrust laws • Taxation laws • Deregulation philosophies 	<ul style="list-style-type: none"> • Labor training laws • Educational philosophies and policies
Sociocultural Segment (Tide Detergent)	<ul style="list-style-type: none"> • Women in the workforce • Workforce diversity • Attitudes about work life quality 	<ul style="list-style-type: none"> • Concerns about the environment • Shifts in work and career preferences • Shifts in preferences regarding product and service characteristics
Technological Segment (Fed-Ex Internet)	<ul style="list-style-type: none"> • Product innovations • Applications of knowledge 	<ul style="list-style-type: none"> • Focus of private and government-supported R&D expenditures • New communication technologies
Global Segment (Cuban Imports)	<ul style="list-style-type: none"> • Important political events • Critical global markets 	<ul style="list-style-type: none"> • Newly industrialized countries • Different cultural and institutional attributes