**Environment Analysis**

**Location or placement chosen for my business**

Paseo de la Castellana nº 113

Its a centered place in the country well communicated in order to make more easy the meetings attendance.

**Analysis of the main factors of the general environment**

There is a great economical factor because in Spain there is some inflation but most people can live comfortably, also there is a lot of money in the state to maintain the city so this also affects the sociocultural factor because is something that have to be done. The political and legal factors affect our company in a positive way because politicians want to have the cities clean. Technological factors are taken into account because the interaction with the customers will be by an application or web page. We are concerned for the protection of the environment, and we are also helping on it with the users replies about damage done to nature in the city.

The international factors he don’t have them much into account at the beginning, but if everything works and the country is happy with our services, this will make other countries to be interested in our services.

**Analysis of the main factors of the specific environment**

We have no competitors because this is a new idea of making people participate in their city maintenance, so this will make us not to depend on others. We need suppliers that we contact to perform the services, so we depend on them in order to act for the replies, but there are a lot of companies that could help us with it. Customers are the ting that affects the most to our company because if there are less replies we have less work to do and we have less benefits. We are not threaten about substitute products because it is something that is the only way of performing this task.