

Business Environment - **External Environment Analysis**

Group Assignment

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**Task:**

Select any one of the following business and do the required Environmental analysis

1. Home testing kit for dengue
2. Air Purifier for home
3. Social media app
4. Any other product of your choice

	What trends and reactions are there in the environment?	What opportunities/risks are the result?	How great is the probability and influence?
<b>Political Environment</b>			
<b>Economic Environment</b>			
<b>Socio-cultural Environment</b>			
<b>Technological Environment</b>			
<b>Natural Environment</b>			
<b>Legal Environment</b>			

*Date of submission – 19<sup>th</sup> July 2022*

Use **12-point font in Times New Roman**, 1.5 Line spacing and Text should be justified. Word limit 500 words  
Cheating or copying of assignment is strictly prohibited; No credit will be given to copied assignment.

*Late submission is not acceptable*