## Introduction

# Monzo

https://monzo.com/

Monzo is a British banking company who is driven by their online app, with being a new modern business they’ve managed to get a big following with the younger generation – Citation

<https://www.theguardian.com/money/blog/2017/sep/09/monzo-future-of-banking-smartphone-tom-blomfield>

https://thespinoff.co.nz/business/03-05-2018/monzo-the-app-only-bank-thats-simplifying-the-kiwi-oe/

Mission Statement - <https://monzo.com/blog/2018/07/02/the-monzo-mission>

Lloyds Banking - [https://www.lloydsbankinggroup.com](https://www.lloydsbankinggroup.com/)

Mission Statement - <https://www.lloydsbankinggroup.com/careers/life-at-lbg/our-purpose-values-and-responsibility/our-values/>

# Evaluate the business strategy

Monzo

Lloyds

# Evaluate the e-commerce service itself

Monzo

Lloyds

# Compare and analyse the results from your evaluations

Monzo

Lloyds

PESTEL

Political

Ethical

Social

Technology

Environment

Legal

Mission is Present

Vision is Future