**Scanstep© Micro environment worksheet**

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| Issue Driver | Event or Trend | Stakeholder Linkages | Identified Issue that could have: | |
| Positive impact | Negative Impact |
| **S**ocial | Introduced a huge plane that carries many people |  | More employment – bigger plane |  |
| **C**ultural |  |  |  |  |
| **A**uthority |  |  |  |  |
| **N**atural Environment  (Ecological) |  |  | Saves fuel by increasing capacity A380 | Big plane = More fuel, more material to build |
| **S**ecurity |  |  |  |  |
| **T**echnology | Came up with new tech (twin jet)  Bigger plane A380 |  | Better technology A380 |  |
| **E**conomic | Boeing almost became monopoly  Engine made in UK |  | On society when 777 was introduced (competition – cheaper prices)  Market share increased with increase in supply (1990s) | Pushed boeing to make similar small aircraft tech (777 twinjet) |
| **P**olitical | Airbus came up to create competition  Engine made in UK |  | Positive for consumers and society – competition – cheaper prices |  |