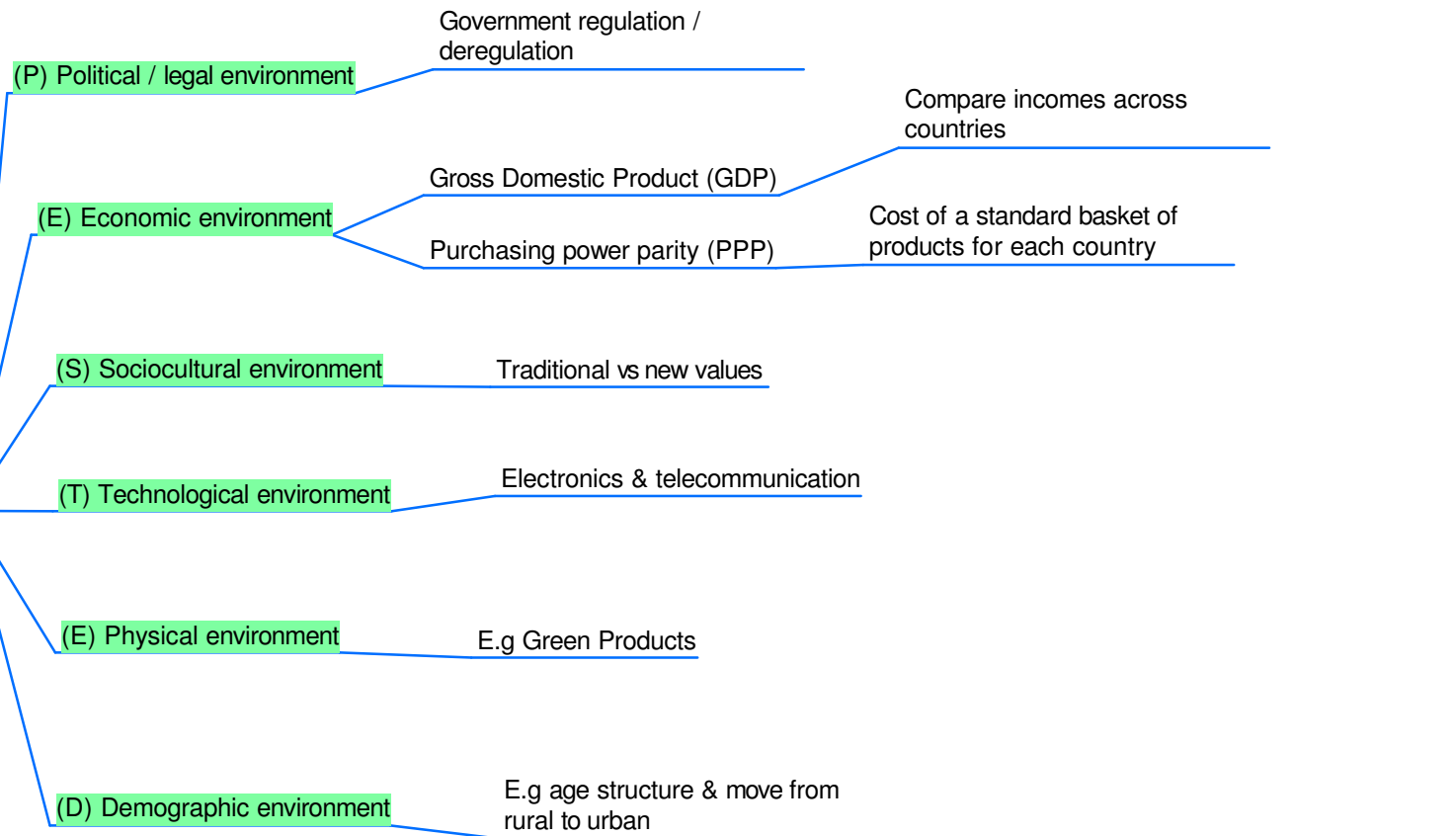


## Module 4 Environmental Analysis



### Macro Environmental Trends - (PESTED)



### 2. Environmental analysis guides marketing decision making

