

STEP Industry Analysis Tool

Purpose

The purpose of this tool is to provide assistance with evaluating external market conditions & trends from the following perspectives: Social, Technological, Economic, and Political.

The Implications section for each area is the most important aspect of the analysis. Be sure to deeply assess how each issue will impact your organization. Once you have completed the analysis sections, develop an Action Plan for moving forward.

Scope

Determine if your analysis will cover conditions and trends for global, national, local, industry, or specific markets. Be consistent with your scope for all sections of the analysis.

STEP Industry Analysis

| Social |
| --- |
| **Trend 1:** |
| **Trend 2:** |
| **Condition 1:** |
| **Implications:** |

| Technological |
| --- |
| **Condition 1:** |
| **Condition 2:** |
| **Trend 1:** |
| **Implications:** |

| Economic |
| --- |
| **Condition 1:** |
| **Condition 2:** |
| **Condition 3:** |
| **Implications:** |

| Political |
| --- |
| **Condition 1:** |
| **Condition 2:** |
| **Trend 1:** |
| **Implications:** |

Action Plan

1. Step 1
2. Step 2
3. Step 3