**Environment Analysis**

**Location or placement chosen for my business**

The placement chosen for our business is Madrid, Spain.

**Analysis of the main factors of the general environment**

**Economic:**

Spain is a country where it is very safe to start a business, thanks to the political and financial stability that being part of the EU provides.

Furthermore, Madrid is the Spanish province with a highest medium wage in the country, allowing their inhabitants to make investments such as big as redesigning a house or, in some cases, buying and equipping a new property.

**Sociocultural:**

Spanish society, and mainly people who lives in Madrid, are likely to buy more than one property throughout their life, which means that they would have to redecorate their properties several times during this time.

**Technological:**

As it is a first world country, Spain is always one of the first countries to introduce new innovative technologies that will probably, in the near future, help our company to develop new features to our software.

**International factors:**

Due to the privileged location of the city, it will help us not to be far away from out potential national clients, in case that we need to settle a personal meeting or anything else.

In addition, in case that at some point we decide to change our scope to international companies, we would have the same time as many of our potential European clients.

**Analysis of the main factors of the specific environment**