

Compagny analysis



Specifications

Perform the external analysis of the company CDiscount in groups of 5. The analysis should be divided into three parts: a general and functional analysis, a PESTEL analysis, and a Porter's Five Forces analysis of the extended competition. A sourced report should be produced as the result of the analysis.

Used tools

- PESTEL tool
- Porter tool
- GANTT chart

Acquired skills

- Using a Gantt chart
- Using the PESTEL tool
- Using the Porter's Five Forces tool
- Managing group work
- Producing an analysis report