

## EXTERNAL FACTORS FOR SWOT ANALYSIS

*Identify any changes you anticipate in any or all of the following areas. Do any of these represent trends or forces that could impact your firm's ability to compete successfully? Compare your results with those of others in management and attempt to reach consensus.*

### **A. Industry and Market**

- New entrants:
  
- Customers:
  
- Vendors/suppliers:
  
- Competition:
  
- Substitutions for our products:

### **B. General Environment**

- Economic forces:
  
- Physical forces:
  
- Political or legal forces:
  
- Technological forces:
  
- Social forces: