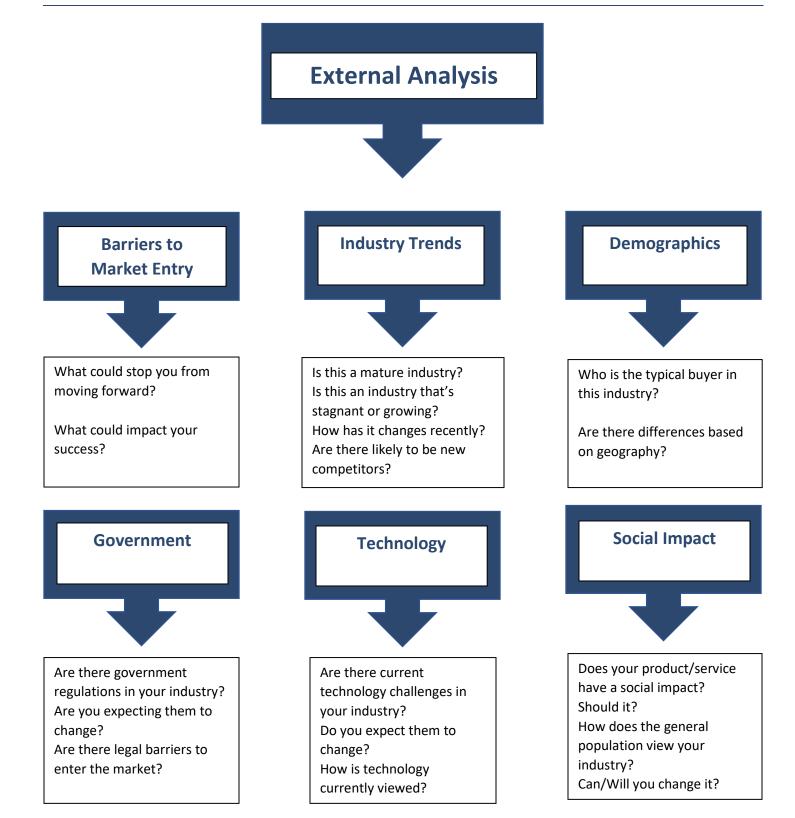


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External analysis means examining the industry environment of the company, including factors such as any barriers to entry, industry trends, buyer demographics, government impact, technology, and social impact. The primary purpose of external analysis is to determine the viability of a business opportunity or any segment that will drive profitability, growth, and volatility. This tool will give you a good start to asking the right questions.

Do you have questions or need help with this tool? Send us an email at <u>info@smarketingconnect.com</u>. We are happy to answer your questions!