

Strategic Planning Template  
**Macro Environment Analysis**  
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**1.1 External or Macro Environment Analysis**

Review the macro environment and list the trends that may affect your business.

When completing a macro environment analyses you will be seeking to answer the questions “what will affect the growth of our industry as a whole” and “What is the likely impact of all of the things that affect the growth of our industry”

The things that may affect your industry as a whole may also affect many industries, such as interest rate rises, however you are only concerned with the things that affect your industry.

This template contains examples of trends to consider, the list is to be considered by no means exhaustive. You will have to review the examples provided and update the list with the trends that are more likely to affect your industry.

Environmental factor	Comments	Effect on industry growth
Technological Factor	Example: increased ecommerce.	Positive/negative
Web for business transactions		
Technology for your products		
Technology for you process		
Genetic engineering		
Voice recognition computing		
Fibre-optics		
Electronic communications		
Composite materials		
Nanotechnology		

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Environmental factor	Comments	Effect on industry growth
<b>Economic Factors</b>	Example: interest rates are forecast to increase	Positive/negative
Personal income rate		
Disposable income		
Average household debit		
Personal saving rate		
Unemployment rate		
Inflation rates		
Interest rates		
Exchange rate(s)		
Taxation rate(s)		
Government budget allocation		
Gross domestic product		
Business savings rate		
<b>Legal / Political Factors</b>	Example: Increased regulation of your industry	Positive/negative
Labour laws		
Taxation laws		
Deregulation / privatisation		
Competition watchdog		
Legislative changes		
Tort law reform		

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Environmental factor	Comments	Effect on industry growth
<b>Socio-Cultural Factors</b>	Example: increased consumer sensitivity to environmental concerns	Positive/negative
Attitudes to work life balance		
Workforce diversity		
Shift in preference for product or service features		
Shift to more part-time workers		
Changing marital relationships		
Attitudes towards being green		
<b>Demographic</b>	Example: Increased competition from low labour cost countries	Positive/negative
Population growth		
Age mix of population		
Multi-cultural trends		
Geographic distribution of population		
Type of skills required by businesses		
<b>International</b>	Example: Increased competition from low labour cost countries	Positive/negative
Relationships between countries		
Economic growth		
Low cost labour		
Competition		

**Table A-1 – Analysis of the external environment**

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**1.1.1 Summary of the Macro Environment Analysis**

Firstly list the opportunities (positive impact on the size of your industry) and threats (negative impact on the size of your industry)

Opportunities	Threats

Table A-1.1 Opportunities and Threats – External environment

**1.1.2 Macro Environment Summary**

Then summarise the Macro Environment Analysis responding to the questions “what will affect the growth of our industry as a whole” and “What is the likely impact of all of the things that affect the growth of our industry”