

Environmental analysis

Procedure

For the provided case study, you are required to complete for your organization and be present in the session to mark relevant sections in the provided case study. Assessor to guide the students with respect to the following:

1. PEST analysis (including a review of legislation impacting on MacVille).
2. SWOT analysis (including an evaluation of the value-chain).
3. You are also required to review competitors/allies to MacVille, as described in the case study, and:
 - Identify and describe **existing and potential competitors/allies, then summarise the strengths and weaknesses of each.**
 - Develop a **separate summary statement for each potential ally** for a co-operative venture that describes their alignment with MacVille's vision, mission, values and attributes, as identified on the tender document.
4. Discuss and confirm the analyses you have completed, together with the summary of potential co-operative venture allies with your assessor and record the minutes of meeting.