



MBA 515 Milestone Three Guidelines and Rubric

You will submit an environmental scan of the company within the chosen market domain using the PEST format. This analysis will be written viewing the company from the outside to the inside. This assessment will consider the knowledge gained from the SWOT analysis generated in Milestone Two and assess the company's competitive readiness from external dimensions, extending to the global marketplace. The scan will include the external political, economic/financial, sociopolitical, and technological trends for a given market environment and a potential market. The information gathered from this scan will assist in the identification of the most lucrative market niche in which to formulate an actual business development strategy in Milestone Four.

A. External Factors

1. **PEST Analysis:** Complete a PEST analysis on the external factors that affect the company's readiness to compete. What are the political, economic, social, and technological factors that affect the company?
2. **Prioritized List:** Based on the PEST analysis, examine and address the key issue from each quadrant to assist in the success of your chosen company. Include supporting rationale and research as needed.
3. **Readiness:** Based on external factors, evaluate the company's readiness to compete in the business environment of the market domain. Support your evaluation with information from your market domain evaluation and PEST analysis.

Guidelines for Submission: Your paper must be submitted as an 8-10-page APA-style Word document with double spacing, not counting the cover page and reference page. It must be in 12-point Times New Roman font, with one-inch margins and at least three authoritative sources cited in APA format.

Critical Elements	Exemplary (100%)	Proficient (90%)	Needs Improvement (70%)	Not Evident (0%)	Value
External Factors: PEST Analysis	Meets "Proficient" criteria, and analysis demonstrates nuanced understanding of external factors affecting company's business environment	Completes comprehensive PEST analysis on external factors affecting company's readiness to compete	Completes PEST analysis on external factors affecting company's readiness to compete, but analysis is cursory or inaccurate	Does not complete PEST analysis on external factors affecting company's readiness to compete	30
External Factors: Prioritized List	Meets "Proficient" criteria, and prioritization demonstrates nuanced understanding of key issues from each quadrant	Examines and addresses the key issues from each quadrant, including supporting rationale and research	Examines and addresses the key issue from each quadrant but lacks rationale	Does not examine or address the key issue from each quadrant	30
External Factors: Readiness	Meets "Proficient" criteria and demonstrates nuanced understanding of relationship between competitive readiness and external factors affecting company's business environment	Comprehensively evaluates company's readiness to compete in business environment based on external factors, supporting response with market domain evaluation and PEST analysis	Evaluates company's readiness to compete in business environment based on external factors, but response is cursory or inaccurate or lacks support	Does not evaluate company's readiness to compete in business environment based on external factors	30

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Articulation of Response	Submission is free of errors related to citations, grammar, spelling, syntax, and organization and is presented in a professional and easy-to-read format	Submission has no major errors related to citations, grammar, spelling, syntax, or organization	Submission has major errors related to citations, grammar, spelling, syntax, or organization that negatively impact readability and articulation of main ideas	Submission has critical errors related to citations, grammar, spelling, syntax, or organization that prevent understanding of ideas	10
Earned Total					100%