**Pre-meeting General Analysis**

**Step 5 - Future 5 Forces (Part 1) & Future Brand Identity (Part 2)**

**Specify client and product / service to be analysed:**

Identify one specific change in either a **Political, Economic, Socio-Cultural** or **Technological** condition that will have an impact on the client’s industry**.**

**Specific Change in PEST factor:**

How might this impact on the client’s:

**Customers**

**Suppliers**

**Competitors**

**Barriers to Entry**

**Alternatives**

**Specify any new / emerging customer needs** **which the client will need to consider**

**Step 6 - Building for the Future**

What steps could the client take that will allow it to address these changes whilst building upon its existing strengths

**Step 7 - New Markets**

Specify any new opportunities for the client’s business in the form of new products, services or geographical markets where the client could exploit its core strengths