**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 2: Activity 1**

**Industry trends**

**In groups**

Based on the PESTLE analysis and selected industries (mining, motor industry, banking and/or technology/communications), undertake the following tasks:

1. Industry groups – sort the industry into groups, market structures and segments
2. Illustrate what, how and to what extent the key dynamic trends are likely to impact on each of the groups, market structures and segments of the selected industry.

*Give feedback to the rest of the group.*