**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 2: Activity 2**

**Homework – Situation analysis 3BL**

Review the section 2.1 in the study guide including the case studies on Uniqlo (‘Triple bottom line in practice’) and ‘International social enterprise’.

Review your selected company from Learning outcome 1 homework.

TASKS

1. Undertake a PESTLE analysis for each business (Uniqlo, 3D printing and your company choice) with the focus on **people, profit and planet** (Triple Bottom Line)
2. Compare outcomes for the different businesses. How do they differ?

*Prepare for feedback and a discussion with colleagues next session.*