**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 2: Activity 3**

**Market forces**

**In previous working groups**

Based on the PESTLE and industry analysis from Activity 1:

1. Complete a competitive force analysis for the selected industry, justifying with examples your assessment.
2. Identify whether the forces identified are high, medium or low. Justify this.

*Give feedback to the rest of the class.*