**BUSINESS STRATEGY AND DECISION-MAKING**

**Learning outcome 2: Activity 4**

**Homework – Market analysis – opportunities and threats**

Based on the industry you have been studying in your groups (mining, car industry, banking or technology/computers):

TASK

Prepare a short paper (500 words) analysing the market and identifying the key opportunities and threats facing that industry. Justify your comments.

*Prepare for discussion with colleagues next session.*

**Note: You should hand your work in at the end of next session to be marked by your tutor. Feedback will be given.**