

**Instructions:**

Examining the external environment for opportunities and threats to a company, brand, and product is an essential step in the development of a marketing strategy. As a new marketing associate with U Drive Transport, you are tasked with examining the global marketplace for expansion opportunities and threats.

**Step 1.** Use the template starting on page 2 to execute this task.

**Step 2.** To begin the process, choose **one** **region** of the world by visiting: <http://www.state.gov/> Then click on the countries & regions tab to search for one a region of interest.

**Step 3.** Choose **one (1) country** within your chosen region of the world. Locate **one (1) major city center** within your chosen country and examine the external marketing environment for opportunities and threats.

**Step 4.** Using Chapters 4 and 5 in the textbook to inform your understanding of the six factors of the external environment in the global marketplace, examine the opportunities and threats to the company, brand, and product of U Drive Transport in your chosen major city center. Be sure to use the marketing language found within Chapters 4 and 5 of your textbook to explain your findings.

*Scroll down to access the analysis template.*

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|  | U Drive Transport |

**Name:**

**Date:**

**Unit 4 Assignment: External Environmental Analysis**

**U Drive Transport External Environmental Analysis**

[**World Region**](https://www.cia.gov/library/publications/the-world-factbook/docs/refmaps.html): **Country**:

**Major City Center**:

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| **1. Social External Environmental Factors** (Hint: Do the threats first.) |
| Opportunities:  |
| Threats:  |

Resources: http://www.state.gov/e/eb/eppd/csr/index.htm

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| **2. Demographic External Environmental Factors** (Hint: Do the threats first.) |
| Opportunities:  |
| Threats:  |

The U.S. Census International Data Base is located at: http://www.census.gov/population/international/data/idb/informationGateway.php

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| **3. Economic External Environmental Factors** (Hint: Do the threats first.) |
| Opportunities:  |
| Threats:  |

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| **4. Technological External Environmental Factors** (Hint: Do the threats first.) |
| Opportunities:  |
| Threats:  |
| **5. Political and Legal External Environmental Factors** (Hint: Do the threats first.) |
| Opportunities:  |
| Threats:  |

**Resources: The World Factbook**

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| **6. Competitive External Environmental Factors** (Hint: Do the threats first.)  |
| Opportunities: Opportunities: (Do the threats portion first, and then figure out how the threats provide an opportunity for U Drive to better compete with competing companies.) |
| Threats: Threats (What threats does the competition pose to U Drive Transport? Search for competitors by inserting “car rental companies” in your browser):  |

References

Central Intelligence Agency. (2014). The world factbook. Retrieved from https://www.cia.gov/ library/publications/the-world-factbook

U.S. Census Bureau. (2013, December). International programs: International data base. Retrieved from http://www.census.gov/population/international/ data/idb/informationGateway.php

U.S. Department of State. (2014). Corporate Social Responsibility. Retrieved from http://www.state.gov/e/eb/eppd/csr

U.S. Department of State. (2014). Regions. Retrieved from http://www.state.gov/countries