**Competitive and Macroenvironment Factors**

Student Name

Purdue University Global

Course

Instructor

Date

**Competitive and Macroenvironment Factors**

**Introduction**

In this section, you will introduce the topic and outline the main points of your paper.

**Impact on (Insert your company name here)**

**Competitive Environment**

Provide one example with supporting details of how each of the five competitive factors impacts your chosen company. Utilize your textbook and Hoover’s Company Records guide located in the Purdue University Global library.

**Rivals**

**New competitors**

**Suppliers**

**Customers**

**Substitutes**

**Macroenvironment**

Provide one example with supporting details of how each of the five macroenvironmental factors impacts your chosen company. Utilize your textbook and Hoover’s Company Records guide located in the Purdue University Global library.

**Laws and politics**

**Economy**

**Technology**

**Demographics**

**Social factors**

**Conclusion**

Wrap up your paper here. Please remember that this is a synopsis of your paper, and you should not add any additional information.

**References**

Bateman, T., & Konopaske, R. (2021). *M: Management* 2024 Release. McGraw-Hill Higher Education (US). <https://purdueuniversityglobal.vitalsource.com/books/9781264209552>