**Environmental Scan:** Using the Internet or the Library (go to academic tools area for the link), to conduct an environmental scan and identify opportunities and threats to Lee’s business located in your area.

Examples of environmental factors that might influence the business could include competitive, technological, demographics, economic, sociocultural, political, and legal forces.

**Tips**: There are a number of great tools available to help you respond to this environmental scan:

[Pew Social & Demographic Trends](http://www.pewsocialtrends.org/)

[Center for Economic Studies](https://www.census.gov/ces/index.html)

[U.S. Census](https://www.census.gov/en.html)

[USA Trade Online](https://usatrade.census.gov/)

Make sure you reference your findings in this section of your paper.

**For Competitive Advantage** – See Chapter Two of the text. Examples could include cost competitive advantage, product competitive advantage, or niche competitive advantage.