E2. Economic Environment

* What major trends in consumers’ income, employment, savings, debt, and credit availability will have an impact on your brand? How have recent stock market movements affected the company?
* What action has the company been taking in response to these developments and trends?
* 3. Be aware of the financial factors affecting your firm

E3. Natural Environment

* How have shortages in raw materials, pollution concerns, and/or energy costs affected the brand, and what steps has the company taken to address these concerns?

E4. Technological Environment

* How have the accelerating pace of change and unlimited opportunities for innovation affected your industry? What major changes are occurring in the technology of the product category?
* What is the company’s position in these new technologies? What are the competitors’ positions in these technologies?