

2 Demographic Trends

Look at demographics, education, and employment. Are there important changes that may affect your business?

3 Rules and regulations

What new laws, regulations and / or regulations could apply and therefore affect your business in the short / medium term?

4 Economy and Environment

What changes or tendencies in the economy and environment can affect your business in short and medium term?

5 Competition

What are the new trends and practices carried out by your competitors?
Does new direct or indirect competitors involve?

1 Your business

Write the name of your business.

6 Technological trends

Are there any changes or new technological trends that will impact your business in the near future?

7 User Needs

What are the trends of users in the future?
Is there any new trend?
What will they be based on and what will it mean for the user's behavior?

8 Uncertainty

Is there any uncertainty that could directly or indirectly affect your business?
Is there any element that could be a huge impact on your business and you do not know how or when will it happen?