

**COMPANY:**

**DESCRIPTION:**

### DEMOGRAPHIC TRENDS

Look for data on demographics, education, employment. Are there big changes that will impact your business?

### RULES & REGULATIONS

Are there trends in rules and regulations that will impact your business in the near future?

### ECONOMY & ENVIRONMENT

What are trends in the economy and in the environment that will impact your business?

### COMPETITION

What trends do you see among your competitors? Are there new entries?

YOUR  
COMPANY

### TECHNOLOGY TRENDS

What are the big technological changes that will impact your business in the near future?

### CUSTOMER NEEDS

What are the big trends in customer needs? How do the expectations of customers develop in the near future?

### UNCERTAINTIES

Do you see any big uncertainties? Things that can have a big impact, but it's unclear how or when?