Chapter 2
Environmental and Internal Analysis: Market Information and Intelligence

1. Place yourself in the role of a Nike marketer. Undertake a short PESTLE analysis for the business. Then go to Nike’s website and review the new releases (<https://www.nike.com>). To what extent do you think the new products address the future direction of the business?
2. Go to the website of Marks & Spencer (<https://www.marksandspencer.com>) and attempt to undertake an internal analysis identifying the company’s key strengths and weaknesses from the company’s perspective. Develop a SWOT (TOWS) matrix as in Figure 2.12.