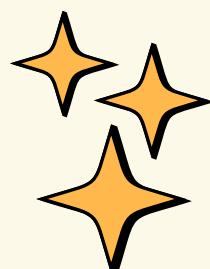


Key Points



Creation of Community Enterprises

Overview

Trainees learn to analyze market needs using SWOT Analysis, PESTEL Analysis, and Porter's Five Forces to develop strategies for sustainable community enterprises.



Learning Objectives

1. Conduct SWOT Analysis
2. Apply PESTEL Analysis
3. Use Porter's Five Forces
4. Synthesize results into strategic plans

Key Tools

SWOT Analysis: Internal Strengths & Weaknesses, External Opportunities & Threats
PESTEL Analysis: Political, Economic, Social, Technological, Environmental, Legal factors
Porter's Five Forces: New Entrants, Suppliers, Buyers, Substitutes, Industry Rivalry



Competences Gained

Entrepreneurial Capacity
Critical Thinking & Problem Solving
Ethical & Sustainable Thinking
Planning & Management

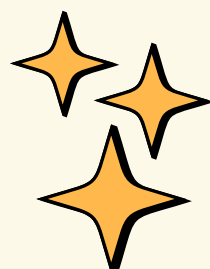
Resources

Miro: Visual SWOT/PESTEL/Five Forces maps

- Canva: Visualized strategic plans
- Templates for each tool
- Pathfinder+ Case Studies



Key Points



Creation of Community Enterprises

Practical Activity

Analyze a community-led enterprise scenario: Affordable Digital Literacy Training for underserved areas using all three tools, then create a strategic plan.



Tips for Analysis

- Engage stakeholders
- Mix quantitative and qualitative data
- Prioritize actionable insights
- Make analysis an ongoing process

Videos

Market Analysis Tools Explained



Videos

PESTEL, Porter's Five Forces & SWOT Analysis

