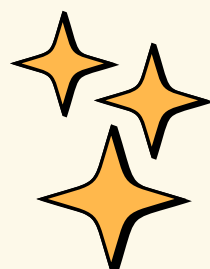


# Key Points



## 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

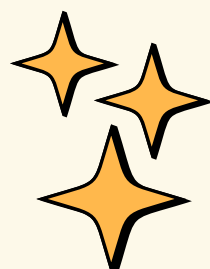
### Resources

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

