# Teacher guide

# SLEPT Analysis - IMI

**Where does the lesson fit?**

This session would fit in an External Influences or Business Environment module.

**Suggested resources & activities** related to IMI and SLEPT analysis

- Full IMI case study
- External Influences PowerPoint
- Business Strategy lesson resources
- IMI crossword
- IMI word search

**Suggested timings for the session**

| | |
|---|---|
| 10 mins | Starter e.g. IMI word search |
| 5 mins | Use the SLEPT Analysis PowerPoint to discuss the topic |
| 5 mins | Read the case study |
| 10 mins | Questions |
| 20 mins | Task – discussion |
| 10 mins | What have you learned? |

**Answers to questions**

1. What does SLEPT stand for?
   - Social factors
   - Legal factors
   - Economic factors
   - Political factors
   - Technological factors

2. Describe what is meant by the 'external environment'.
   The external environment refers to those things outside of the operations of an organisation which impact upon it but over which the business has no control.

3. Explain what is meant by social factors.
   Social external factors are those things outside of the control of the business related to society.  This might include:
   - Demographics
   - Tastes and trends
   - Views of the public on ethics and the environment
   - Public expectations

4. Analyse how IMI has been affected by social factors in its external business environment.
   IMI has been affected by:
   - Public and business responses to global climate change.  It has developed products to provide cleaner energy and reduce energy consumption.
   - Urbanisation.  As urban populations in emerging markets are growing IMI is helping to develop and improve the infrastructure to support this.
   - Ageing population. As we live longer IMI is developing products to keep us healthy.

**What have you learned?**
Expected learning is likely to include:
- Definition of the external business environment
- SLEPT factors
- Use of SLEPT analysis to develop marketing strategy
- How firms respond to external factors
- Social, legal, economic, political and technological factors affecting businesses
- Examples of these factors