

## Teacher guide

### Social external factors - Jessops

#### Where does the lesson fit?

This session would fit in a Business Environment or External Influences Module. It could follow a general introduction to external influences and be used alongside other sessions to explore the PEST factors in more detail.



#### Suggested resources & activities related to social factors and Jessops

- Full Jessops case study
- External Factors PowerPoint
- Political, Economic and Technological Factors lesson resources
- Jessops crossword
- Jessops word search

#### Suggested timings for the session

10 mins	Starter e.g. Jessops crossword
5 mins	Use the External Factors 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 PEST stand for?
  - Political (includes legal)
  - Economic
  - Social (includes environmental)
  - Technological



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

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 external 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 social factors have impacted upon the operations of Jessops in recent years.
  - Increase in use, by society, of mobile technology and social networking means that the way photographs are taken, viewed and generally dealt with has changed
  - Speed of service is more important than ever
  - Customer expectations have increased in terms of product and service quality

#### **What have you learned?**

Expected learning is likely to include:

- Definition of the external business environment
- PEST factors
- Use of PEST analysis to develop marketing strategy
- How organisations respond to external factors
- Social factors affecting businesses
- Examples of these factors