

Teacher guide

Technological 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 technological factors and Jessops

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

Suggested timings for the session

10 mins	Starter e.g. Jessops word search
5 mins	Use the External Factors PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
20 mins	Task – mind map
10 mins	What have you learned?

Answers to questions

1. What does PEST stand for?
PEST stands for:
 - Political (includes legal)
 - Economic
 - Social (includes environmental)
 - Technological



THE TIMES 100

BUSINESS CASE STUDIES

2. Describe what is meant by the 'external business 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 how the Internet has positively impacted on businesses like Jessops.
E-commerce allows business to promote and sell goods online. They can use the technological advancements to improve or change their product offering e.g. ordering prints online and collecting in store.
4. Analyse how technological advancements have been a challenge for Jessops
 - Technology changes rapidly so Jessops is constantly having to ensure it is up to date with new technology
 - Sales of products that Jessops has traditionally sold are declining e.g. stand-alone digital cameras
 - Products and services, store changes and training has been necessary as the demands on the business have changed.

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 firms respond to external factors
- Technological factors affecting businesses
- Examples of these factors