

M1 Explain how changes in the current business environment are likely to impact on a start-up business.

- local factors (e.g. competitors, etc.)
- national factors (e.g. political, etc.).

M2 Compare how two trends have impacted on a start-up business.

Pick two out of the four trends below and explain, giving examples how the trends will impact your business

- social trends (
- technology trends (
- ethical trends (
- environmental trends.(

D1 Assess the current risks, opportunities and trends in the business environment for a start-up business.