## Research and written assignment

* Collect Evidence consisting of newspaper clippings from the main and/ or business sections of the daily or weekly newspapers or any other relevant medium of communication, reporting on events in the business environment (micro, macro and market environments).
* Paste/ scan your clippings onto A4 sheets, or print them out and clearly label each report (e.g. 1.1 Business environment)
* Analyse the reports and indicate the opportunities for business in your industry as a result of technological innovations, and events in the physical, socio-political and economic environments.
* Indicate the threats to business in your industry as a result of technological innovations, and events in the physical, socio-political and economic environments.
* Collect information relating to current events in the economic environment and inflation and write a short summary, describing the impact they will have on your organisation and the economy as a whole.

Each Specific Outcome should be covered by at least ONE relevant newspaper clipping, i.e. a total of five articles and their analyses and at least ONE of the articles must be from the business section:

1.1 An article that refers to the business environment

1.2 An article that refers to an event in the physical environment

1.3 An article that refers to an event in the socio-political environment

1.4 An article that refers to an event in the economic environment

1.5 An article that refers to an event in the technological or institutional environment

1.6 Final analysis

Write a paragraph of 5-10 lines in which you discuss the impact this particular research assignment has had on your understanding of your organisation’s role, opportunities and threats in SA society and the global environment and recommend a certain course of action to counter the threats and use the opportunities.

**Template: Attach your articles to each of the following tables**

### 1.1 Business environment (SO1)

|  |  |  |
| --- | --- | --- |
| Report on: | Business Opportunities for name of own company | Business Threats to name of own company |
| Business environment: |  |  |
| Main section of name of newspaper, date of publication OR  Business section of name of newspaper, date of publication | | |

### 1.2 Event in the physical environment (SO2)

|  |  |  |
| --- | --- | --- |
| Report on: | Business Opportunities for name of own company | Business Threats to name of own company |
| Physical environment: |  |  |
| Main section of name of newspaper, date of publication  OR  Business section of name of newspaper, date of publication | | |

### 

### 1.3 Event in the socio-political environment (SO3)

|  |  |  |
| --- | --- | --- |
| Report on: | Business Opportunities for name of own company | Business Threats to name of own company |
| Socio-political environment: |  |  |
| Main section of name of newspaper, date of publication  OR  Business section of name of newspaper, date of publication | | |

### 1.4 Event in the economic environment (SO4)

|  |  |  |
| --- | --- | --- |
| Report on: | Business Opportunities for name of own company | Business Threats to name of own company |
| Economic environment: |  |  |
| Main section of name of newspaper, date of publication  OR  Business section of name of newspaper, date of publication | | |
| Summary:. | | |

### 1.5 Event in the technological or institutional environment (SO5)

|  |  |  |
| --- | --- | --- |
| Report on: | Business Opportunities for name of own company | Business Threats to name of own company |
| Technological/ institutional environment: |  |  |
| Main section of name of newspaper, date of publication  OR  Business section of name of newspaper, date of publication | | |

### 1.6 Final analysis: Written assignment

Paragraph: 5-10 lines

|  |
| --- |
|  |