

U3.18 - Print & Cut Flashcards

Cut along the card edges. Each card shows the question on top and the answer underneath.

CARD 1

What is the difference between internal and external factors that drive change?

Internal factors come from within the business and are generally more controllable. External factors come from outside the business and are usually less controllable.

CARD 2

What are the main internal factors that can drive change?

Business goals and strategy, leadership and management decisions, financial performance, staff skills and workforce capability, organisational culture, and operational efficiency.

CARD 3

How can business goals and strategy drive change?

A change in business direction, such as global expansion, may require changes to products, marketing, staffing, structure, operations or partnerships.

CARD 4

How can financial performance drive change?

Poor sales, falling profits, rising costs or weak cash flow may force a business to improve efficiency, reduce expenses or find new revenue sources.

CARD 5

How can staff skills and organisational culture drive change?

Businesses may need new skills, training, roles or a different culture to become more innovative, customer-focused, diverse or internationally capable.

CARD 6

What are PESTLE factors?

Political, Economic, Social, Technological, Legal and Environmental forces outside the business that can create opportunities or threats.

CARD 7

How can political and legal factors drive change?

Government policy, trade agreements, sanctions, taxes, product rules, employment laws or other regulations can force businesses to change how they operate in different countries.

CARD 8

How can economic factors drive change?

Interest rates, exchange rates, inflation, unemployment, economic growth and consumer confidence can affect demand, costs and profitability, forcing a business to adapt.

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CARD 9

How can social and technological factors drive change?

Changes in customer preferences, demographics, lifestyles and culture can require product or marketing changes, while new technology can force businesses to modernise systems, services and communication.

CARD 10

How can environmental factors and competitive pressure drive change?

Sustainability expectations, environmental rules and rival businesses can force a business to improve operations, products, prices, customer service or marketing.

CARD 11

Why is awareness of internal and external factors important?

It helps a business identify problems, respond to threats, take advantage of opportunities and adapt before it becomes less competitive.

CARD 12

What is the key overall idea of this dotpoint?

Global businesses must monitor both internal conditions and external forces because either can create pressure or opportunities that require changes to strategy, people, operations, products or markets.