

# TOOL Box by Création Durable



# Business environment tool

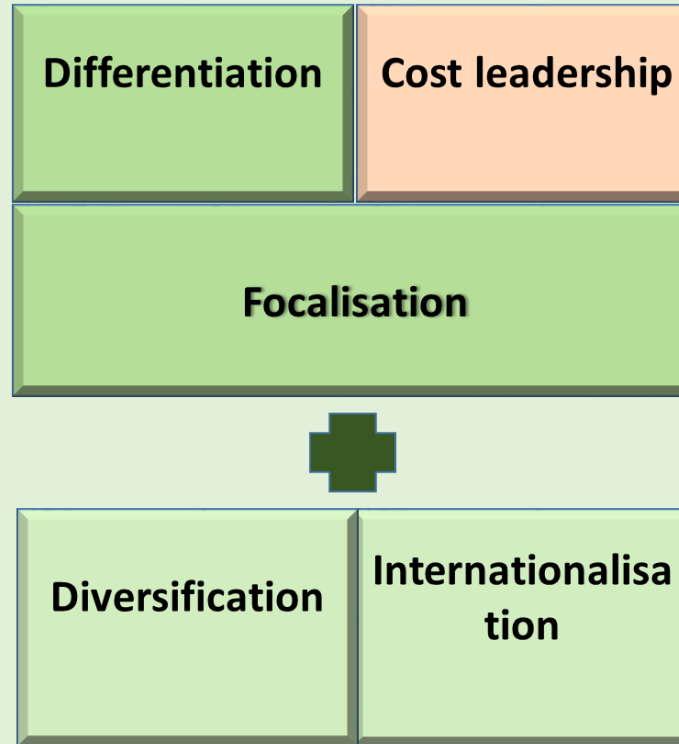
## Pelets

<b>P</b> olitical	<b>PELETS</b>	Are there political drivers or barriers to the use of the product and the integration into a product system in a market?
<b>E</b> conomical		Are the products competitive compared to products used?
<b>L</b> egal		Are there any laws or regulations hindering or limiting the use of the products?
<b>E</b> cological		Are there advantages or inconveniences concerning the eco – balance, the life cycle analysis or any other measure of market participant towards the product used?
<b>T</b> echnical		What are the technical aspects concerning the use of the products?
<b>S</b> ocial		What does the use of the product mean to the community or group of users?

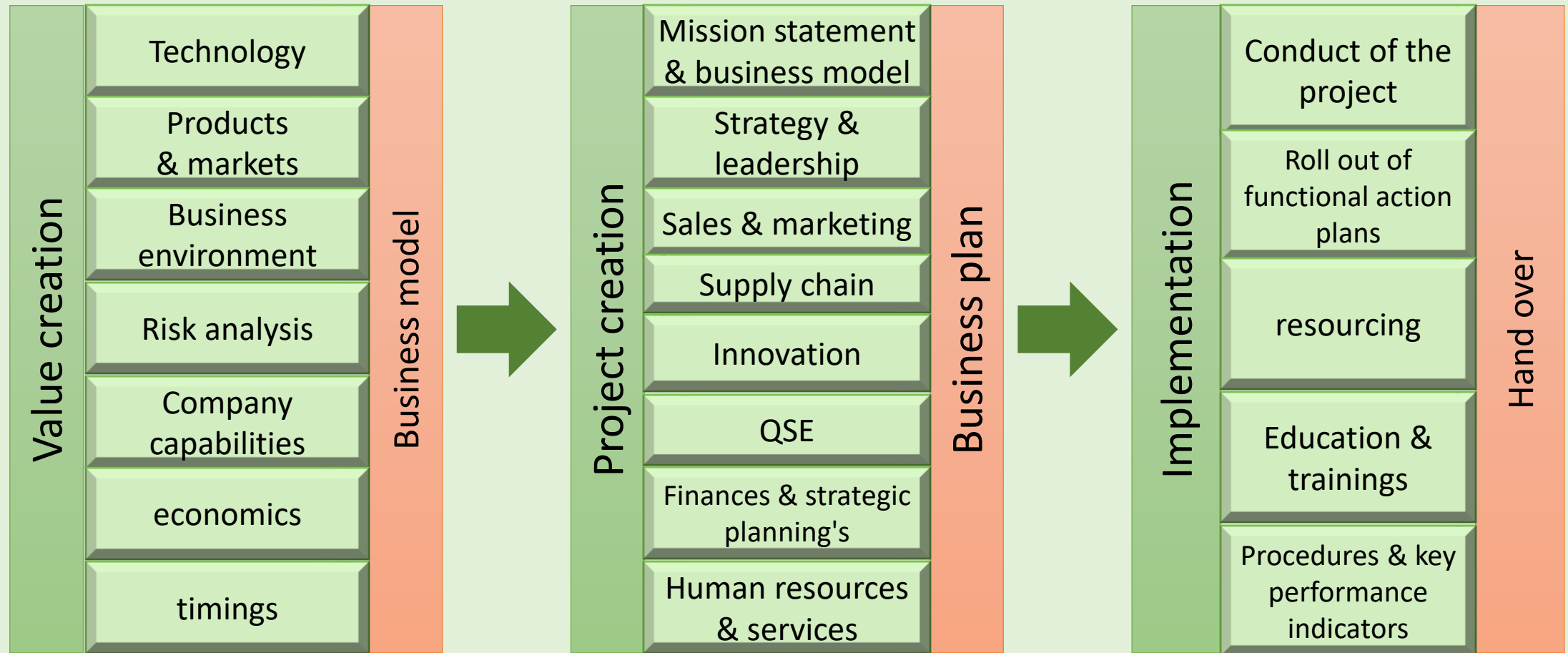


# Strategy tool

The 5 basic strategies



# 3-Phase Model by Création Durable



# Transregional Marketing

Markets	Actual markets	New regions	New markets
Products	2	3	4
Actual products in actual product range 1	2 I → II	3 II → III	4 III
New products in actual technology 2	4 IV	6 V	8 VII
New products in new technology 3	6 VI	9 VIII	12 IX



# Key account management



## Indispensable with

-  Automotive industry
-  Food retail
-  Investment goods
-  Health care groups
-  Construction industry
-  Furniture industry
-  machine building



# Business Environment tool

5-forces

