Business Strategy Worksheet

Provide a 175-word response for each of the following using the business you have chosen. Include references where appropriate.

1. Discuss the the five elements of the business environmentand how they impact the business you have chosen.
2. Review the four classes of consumer goods. Which one is used by the business you have chosen? Explain why.
3. Explain how brand equity and loyalty affect the business you have chosen?
4. Discuss break-even analysis and how it may differ if your business was a nonprofit.