

b.)

	Helpful features	Unhelpful or negatives
SWOT	Shows the good and bad points of the company, and assists with the companies decisions over future sales and competition.	Doesn't give analysis on further points about the sales of the product such as who would be attracted to it and how they would be sold.
PESTLE	Helps with the main problems that should be delt as they can affect both workers and consumers with its purchase.	Does not advice with how to improve the outcomes of the product otherwise it shall lose out on gaining profits.

Preview from [Notesale.co.uk](https://www.notesale.co.uk)
Page 2 of 2