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# **Agric. Econ. – Czech**

**Chládková H., Kudová  
D.:**

## **Situation analysis of the external environment of a bakery company**

Agric. Econ. – Czech, 54 (2008): 301-  
306

The purpose of the situation analysis of the external environment is to find what is happening in the company environment now and in the future and how these factors will influence the activities and existence of the company. The paper

deals with a situation analysis of the external environment of a specific company. This paper describes the external environment of the United Bakeries company using the STEPE analysis and in addition a situation analysis of the external environment was made. Next the probability estimation of the occurrence and influence of the factors is made for today, and for the near and long-term future.

**Keywords:**

industry, baking industry, external environment, opportunities, threats

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