

Environmental Opportunities and Threats

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Context

- Individuals, organizations, and governments are increasingly concerned about how a business impacts the environment
- Changes in social attitude towards environment-- lead businesses to start to review their practices
- Firms that don't respect the environment risk ruining their public reputation and long-term profitability
- Compliance costs may be high, leading businesses to not be environmentally friendly



Threats

- Extreme and freak weather conditions like large amounts of rain or snow could damage facilities (this extends to natural disasters as well)
- Weather conditions could be so hazardous that it is dangerous to commute to the business
- A changing in social attitudes can cause an increase in competition amongst businesses who are environmentally friendly and can push other businesses to follow suit as well
- In accordance with animals, protesting pressure groups can impose a threat to businesses regarding animal fur being used to make products, which can make people rethink their decisions to purchase from that business



Threat Example:

- Snow based businesses like **Snoqualmie Summit** will begin to suffer do to increasing global temperature
- Seasonal Company, only operates during the winter season
- Less snow = shorter season = less time to sell service



Opportunities

- Seasonal weather changes may benefit businesses such as ski or beach resorts
- The climate change might cause growth in businesses focused on preventing climate change and some ecological service groups
- As social attitude begins to support the preservation of the environment, many businesses supporting this cause are more likely to be supported by their general demographic and maintain a good reputation
- If you are less dependent on natural resources than your competitors and have ways to deal with rising costs due to climate change, your business will have a greater chance of long-term success.

Opportunity Example

- Water parks, like **Wild Waves** thrive on a warm environment to sell their products
- Like Snoqualmie, they're seasonal, so longer summer means more business
- Warmer temperatures also drive people to seek ways to cool down

