

External Environment Analysis: A Focus on SME's in the Republic of Macedonia

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Abstract: *External environment analysis during the last couple of decades has become one of the main issues in contemporary business organizations. The main objective of this paper is not to simply address the widely spread and accepted body of knowledge in the field of external environment analysis, but rather to provide a description insights regarding the implementation of the widely known techniques for external environment analysis by SME's in the Republic of Macedonia, more particularly in the Pollog region . The paper is based on a practical questionnaire analysis of SME managers in the Republic of Macedonia and strives to provide insides regarding the degree to which external analysis is conducted by the companies and determine the main barriers influencing their implementation.*

Keywords: *external environment, techniques, SME, Macedonia.*

