Figure 1.EXTERNAL ANALYSIS A plethora of writers and authors agreed that if a business entity wants to strive on major development, identify future implications, and capitalize on opportunities and mitigate against threats within the business world, an external environmental analysis of the firm is required (Gupta, 2013; Khan and Khalique, 2014).While it can be acknowledged from Table 3 that Porter's Five Forces can be used as a guideline for evaluating the competitive forces that tend to influence businesses, it goes without noting some of its drawbacks, for instance, the framework is usually used to assess all five forces equally when some industries such are not as heavily impacted by all the five forces as that of Weetabix whicA strategic framework, PESTLE (Political, Economic, Social, Technological, Legal, and Environmental) was therefore recommended to enable the firm to understand the strategic risk and the external macro-environment (Johnson et al., 2008; Sammut-Bonnici and Galea, 2015).Holdings acquisition of the company upon further evaluation of organizational fitness.

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