I need help with the following 3-4 paper assignment.

1. Discussing the advantages and disadvantages of conducting an external analysis.

2.  Conducting an external analysis of the service area associated with the attached document (**DeerCrest )**. The analysis should include, at a minimum, the following items:

          a.  political;

          b.  regulatory;

          c.  technology;

          d.  economic;

          e.  social; and

          f.  competitive.

3.  Synthesizing the information uncovered in the external analysis and discussing the overall assessment of DeerCrest threats and opportunities.

4. References

Thank you