**Some methods of analysis**

Analytical methods allow a researcher or student to collect information relevant to their work. The methods of analysis are diverse, we have chosen only three methods

**1. The Maslow Pyramid:**

The Maslow pyramid is a useful analytical tool for categorizing the needs of an individual or group of individuals. The Maslow pyramid can be used to perform a case study or to analyze empirical data. This method is mainly used in social sciences, psychology or management.

**Example**

Subject: Why is «Blablacar » embarking on the bus journey?

The Maslow pyramid will be useful in this context to understand why Blablacar has decided to enter the bus transport market.

The Maslow pyramid will therefore help to understand the needs of consumers who can justify the company’s positioning.

**4. The SWOT matrix:**

The SWOT matrix (Strengths, Weaknesses, Opportunities, Threats) is a regular method of analysis used to perform a diagnosis on a particular company or company strategy. With this technique, the student can analyze the different options that make up a strategic area of activity.

**Example**

Topic: Facebook, perspectives and future of the social network.

In the context of this brief, the SWOT matrix analysis method is useful in several ways. This tool allows to analyze the strengths and weaknesses of the company, to understand the strategy of the brand (La marque).

Thanks to this analysis, the research student will be able to collect informative data that can help him in his research work.

**5. PESTEL analysis**

PESTLE analysis (Political, Economic, Sociological, Technological, Legal, Environmental) method can be used to understand the development of a particular market and the positioning of a company.

This technique makes it possible to analyze the macroeconomic factors that can influence the business environment.

Like the SWOT matrix, the PESTEL analysis is a tool for external analyses as well as for strength-weakness analyses.

Example

Subject: the electric car, prospects and future.

The PESTEL analysis method allows the student to conduct a case study on the strengths and weaknesses of a particular brand.

It can thus analyze the macroeconomic factors influencing the decisions of the Renault group in France.

Consumer demand may have pushed the French brand to develop their electric car industry.

The PESTEL method makes it possible to analyze the company’s position on the