**Marketing in the EU**

**Analysis of the xxxxx market for the pay per wash Product Service System**

Team members: xxxx (chapters No: xxxx)

xxxx (chapters No: xxxx)

xxxx (chapters No: xxxx)

**Introduction**

… few sentences introducing the analysis – purpose, content, methods

1. **PE~~S~~TLE analysis**

**Political, technological and environmental forces**

**Governmental initiatives towards circular economy and digitalization**

…..

**Economy and economy forecast**

…..

**Business scene (need not to be included)**

…..

**XXX washing machine market (need not to be included or could be combined together with Prices of washing machine)**

…..

1. **Customers/Consumers**

**Consumers and renting**

…..

**Consumers and sharing economy**

…..

**Consumers and IoT**

…..

**Consumers and washing habits**

…..

#### Home appliances renting

…..

#### Analysis of laundromats prices

…..

#### Prices of washing machines

…..

**COMPETITOR ANALYSIS (please, try to keep the content as it is in the example)**

**Indirect competitors (washing machine renting)**

…..

**Direct competitors**

…..

**CONCLUSIONS**

….. here you can write about the potential of market entry, you can also suggest how to enter the market (but not necessary)