

## PESTLE ANALYSIS.

	EXTERNAL FACTORS TO CONSIDER.	FACTORS AFFECTED WITHIN MY INDUSTRY.
<b>POLITICAL.</b>	<ul style="list-style-type: none"> <li>• Government Policy</li> <li>• Political Stability</li> <li>• Taxation</li> <li>• Industry Regulations</li> <li>• Global Trade Agreements</li> </ul>	
<b>ECONOMIC.</b>	<ul style="list-style-type: none"> <li>• Exchange Rates</li> <li>• Globalisation</li> <li>• Economic Growth / Decline</li> <li>• Inflation</li> <li>• Interest Rates</li> <li>• Cost of Living</li> <li>• Labour Costs</li> <li>• Consumer Spending Habits</li> </ul>	
<b>SOCIAL.</b>	<ul style="list-style-type: none"> <li>• Consumer Trends / Tastes</li> <li>• Fashions</li> <li>• Consumer Buying Habits</li> <li>• Lifestyle Factors</li> <li>• Career Attitudes</li> <li>• Work-Life Balance</li> <li>• Population Demographics</li> </ul>	

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<b>TECHNOLOGY.</b>	<ul style="list-style-type: none"> <li>• Automation</li> <li>• Innovation</li> <li>• Disruptive Technologies</li> <li>• Social Networking</li> <li>• Upgrades</li> <li>• Robotics</li> <li>• Artificial Intelligence</li> <li>• Security</li> </ul>	
<b>LEGAL.</b>	<ul style="list-style-type: none"> <li>• Employment Law</li> <li>• Common Law</li> <li>• Local Labour Law</li> <li>• Health &amp; Safety Regulations</li> </ul>	
<b>ENVIRONMENTAL.</b>	<ul style="list-style-type: none"> <li>• Environmental Restrictions</li> <li>• Sustainable Resources</li> <li>• Corporate Social Responsibility</li> <li>• Ethical Sourcing</li> <li>• Transportation</li> <li>• Procurement</li> <li>• Supply Chain Management</li> </ul>	