

P



POLITICAL

List issues related to tax, trade, and employment law, regulation and overall stability, all of which are likely to impact your business' activities.

E



ECONOMIC

List factors such as as inflation, growth, interest rates, and the unemployment rate.

S



SOCIAL

List issues such as culture, education, and demographics can influence the viability and development of your products and services.

T



TECHNOLOGICAL

Technological development, interest use and government-sponsored research and development should also be examined in terms of any potential barriers or advantages for the business.

L



LEGAL

List factors that impact current and future legal regulatory requirements. These factors can include laws around consumer protection, labor, health, safety, taxes and trade regulation in the individual countries where the product will be sold.

E



ENVIRONMENTAL

Include all factors that influence or are determined by the surrounding environment. This aspect is most important for industries such as tourism, farming and agriculture.