

P - Political

- ▶ Government Policy
- ▶ Political Stability/Instability
- ▶ Foreign Trade Policy
- ▶ Tax Policy
- ▶ Trade Restrictions, Barriers and Tariffs
- ▶ Fiscal Policy
- ▶ Political Decisions

E - Economic

- ▶ Economic Growth
- ▶ Interest Rates
- ▶ Exchange Rates
- ▶ Disposable Income
- ▶ Inflation
- ▶ Wage Rates
- ▶ Financial Capabilities and access to Capital
 - ▶ Cyclical Changes (Industry and consumption)
- ▶ Unemployment Rate
- ▶ Labor Costs

generally the macroeconomic indicators

S - Socio-cultural

- ▶ Population Growth
- ▶ Age Distribution
- ▶ Culture, Race, Ethnicity, Sex, Religion etc.
- ▶ Demographics
- ▶ Communication ease
- ▶ Income Distribution
- ▶ Inequality
- ▶ Attitude towards work
- ▶ Level of Education

T - Technological

- ▶ Research and Development and Innovation
- ▶ Global Technology
- ▶ Knowledge Sharing
- ▶ International Standards
- ▶ New innovative solutions
- ▶ Emerging Technologies
- ▶ Technological Maturity
- ▶ Copyright Infringements
- ▶ Potential Return on Investment (RoI)
- ▶ Production and Investment

E - Environmental

- ▶ Climate and weather
- ▶ Environmental laws
- ▶ Corporate Social Responsibility (CSR)
- ▶ Tourism
- ▶ Paris Agreement (Treaty on Climate Change)
- ▶ Recycling and Waste Reduction
- ▶ Pollution Regulations
- ▶ Declining state of raw materials
- ▶ Geographical Location

L - Legal

- ▶ Employment and Labor laws
- ▶ Health and Safety Standards
- ▶ Consumer protection laws
- ▶ Tax laws
- ▶ Anti-trust laws
- ▶ Product labeling and Safety
- ▶ Regulations
- ▶ Better working conditions

G - Globalization

- ▶ Multinational Companies
- ▶ Capital and Labor mobility
- ▶ lower tariffs
- ▶ Trade and transactions

