

P

Political

Example:

- Current tax policy
- Brexit
- Trade policies
- Political stability
- Government policy

E

Economical

Example:

- Inflation rate
- Exchange rates
- Economic growth
- Interest rates
- Disposable income
- Unemployment rate

S

Social

Example:

- Lifestyle attitudes
- Cultural barriers
- Population growth
- Population age
- Health consciousness
- Target demographics

T

Technological

Example:

- Level of innovation
- Automation
- Technological awareness
- Cybersecurity
- Technological change
- Internet availability/speed

L

Legal

Example:

- Employment laws
- Discrimination laws
- Health and safety
- Copyright protection
- Consumer safety

E

Environmental

Example:

- Weather
- Climate change
- Environmental policies
- NGO pressure
- Recycling
- Pollution
- Sustainability

