

# PESTLE Analysis

| Political                              | Economical                         | Social                              | Technological                     | Legal   | Environmental                              |
|--|------------------------------------|-------------------------------------|-----------------------------------|---|--|
| Ex. Government policies and regulation | Ex. Macroeconomic conditions       | Ex. Demographic changes             | Ex. Emergence of new technologies | Ex. Employment laws and labor regulations       | Ex. Climate change                         |
| Ex. Political stability/instability    | Ex. Unemployment levels and trends | Ex. Shifts in consumer attitudes    | Ex. Automation and robotics       | Ex. Product safety and consumer protection laws | Ex. Sustainability requirements            |
| Ex. Government incentives or subsidies | Ex. Consumer purchasing power      | Ex. Education levels and skill sets | Ex. Digital transformation        | Ex. Intellectual property rights                | Ex. Resource scarcity and waste management |
|  |                                    |                                     |                                   |   |  |
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