Social/Cultural

- Income distribution
- Demographic influences
- Lifestyle factors

Political

- Potential changes to legislation
- Stability of government
- Global influence

Economic

- Economic growth
- Employment rates
- Inflation rates
- Monetary policy
- Consumer confidence

Environment

• Regulations and restrictions

Legal

- Taxation polices
- Employment laws
- Industry regulations/
- Health and safety

Technology

PESTLE

- International influences
- Changes in information technology
- Take up rates