THE FUTURE PESTLE v. 1.1

Industry:

date/version

POLITICAL

Policies (government, foreign trade, taxes, etc), political (in)stability, bureaucracy, corruption, trade restrictions, protection laws (labor/environmental/copyright/consumer), competition regulation, funding grants, etc.

ECONOMIC

Economic trends, growth rates, industry growth, seasonal factors, taxation, inflation, interest rates, international exchange rates, International trade, labor costs, consumer disposable income, unemployment rates, availability of credit, monetary policies, raw material costs, etc.

SOCIAL

Attitudes and shared beliefs about social factors such as health, work, leisure, money, religion, culture, values, population growth and demographics, family (size/structure), immigration/emigration, lifestyle trends, etc.

TECHNOLOGICAL

Technology and communications infrastructure, access to technology, emerging technologies, automation, legislation around technology, research and innovation, intellectual property regulation, competitor technology and development, technology incentives, etc.

LEGAL

Laws regarding consumer protection, labor, health & safety, antitrust, intellectual property, data protection, tax and discrimination; international and domestic trade regulations/restrictions, advertising standards, product labeling and safety standards, etc.

ENVIRONMENTAL

Weather, climate change, environmental regulations, pollution laws and policies, recycling and waste management policies, endangered species, support for renewable energy, etc.

Perceptions
DIMENSION OF
FACTS
Perceptions

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