The Business Community

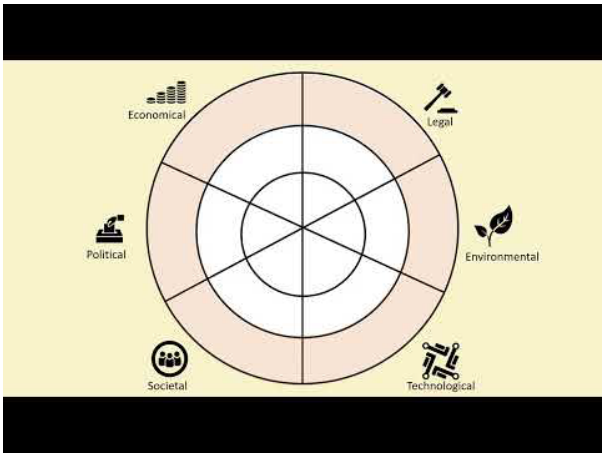
Have you ever used PESTLE in your business?

P — Politics
- Fiscal policy
- Government activity
- Conflicts / help
- Taxes

E — Economy
- GDP
- Employment rate
- Exchange rate
- Inflation

S — Society
- Demographic variables
- Cultural factor
- Religion
- Lifestyle

T — Technology
- Technological access
- Infrastructure
- Research
- Technology trends

E — Environment
- Environmental policies
- Recycling
- Consumption trends
- Production processes

L — Law
- Wages
- Rights
- Job security
- Regulations