**PEST ANALYSIS**

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| **P** | **POLITICAL** |
| Regulations & Government Oversight |  |
| Legislative C Hangers |  |
| Taxes |  |
| Legal Issues |  |
| Employment Issues & Wage Regulations |  |
| Trading & Embargo Policies |  |

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| **E** | **ECONOMICAL** |
| Business Cycles |  |
| Inflation & Interest Rates |  |
| Economic Growth |  |
| Stability Of Financial Markets |  |
| Employment Rates |  |

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| **S** | **SOCIAL** |
| Demographics |  |
| Education |  |
| Income Distribution |  |
| Lifestyle Trends |  |
| Culture |  |

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| **T** | **TECHNOLOGICAL** |
| Manufacturing Innovations |  |
| Recent Technological Developments |  |
| Patents / Licenses |  |
| Communication & Information Technology Trends |  |
| Intellectual Property |  |