**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** |  |