

External factors: possible impact on your business

PREDICTED IMPACT ON YOUR BUSINESS OVER THE NEXT 3 YEARS	Low	Med	High
<p>POLITICAL</p> <ul style="list-style-type: none"> Role of government in business Change of government Political stability Political attitudes to: <ul style="list-style-type: none"> Competition Social responsibility Environment Customer protection Data protection Other 			
<p>SOCIOLOGICAL</p> <ul style="list-style-type: none"> Demographic Trends Changes in beliefs, morals, attitudes and fashion Family developments Immigration Working patterns, home working, contracting Other 			
<p>ECOLOGICAL</p> <ul style="list-style-type: none"> Implication of the product/service on suppliers/customers Pressure group development Raw material shortages Use of scarce resources Other 			

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<p>ECONOMIC</p> <ul style="list-style-type: none"> Globalisation Economic growth rate Interest rates Government policies Employment patterns <ul style="list-style-type: none"> Full time vs. Part Time Male/Female Exchange rates Taxation Other 			
<p>TECHNOLOGICAL</p> <ul style="list-style-type: none"> R&D <ul style="list-style-type: none"> Costs of investment Matching customer needs Internal skill base Protection of technology – patents/copyrights Rate of change, ability to keep up Broadband Internet Costs of technology Other 			
<p>LEGAL</p> <ul style="list-style-type: none"> New legislation Product licences International law/ EEC directives Employment law Other 			