

STEEPLY ANALYZE EXTERNAL FACTORS

Social

Outlook of the socio-economic environment of the market. Social factors have a direct effect on how marketers understand customers. Cultural aspects, population growth rate, age distribution, career attitudes.

Technological

The impact of technology on the product being introduced into a market. New ways related to production, distribution, or communication. R&D, automation, technology incentives, and the rate of technological change.

Economic

What impact can economic issues have on the organization. Included factors can be broken down into macroeconomic and microeconomic factors. Economic growth, exchange rates, inflation rate, and interest rates.

Environmental

Importance of raw materials scarcity, pollution, and carbon footprint regulations. Awareness of the potential impacts of climate change. Global warming, sustainable resources; ethical sourcing, global emergencies.

Political

How can government regulations and legal factors influence the organization. Organizations need to be able to respond to the changes accordingly. Tax policy, labor law, environmental law, trade restrictions, tariffs.

Legal

Overlaps political, but more specific. Trickier for international businesses. Discrimination, antitrust, employment, consumer protection, copyright, patent, health, safety laws, employment, resources, im/exports, taxation.

Ethical

Social values shaping business behavior. Ethical principles and moral or ethical issues that can be encountered. Fairtrade, slavery, child labor, corporate social responsibility.