

P	Is there political instability?
	Is political power changing?
	Are significant changes of tax policy, health policy, education policy, etc. on the way?
E	Is there economic growth or crisis?
	Are there changes in interest rates, exchange rates, etc.?
S	How is the development within age distribution, population growth and immigration?
	Are cultural changes occurring in society, such as increased anxiety about terrorism?
T	In which direction are technological developments, for instance, towards the deployment of wireless internet?
	How are our everyday lives affected by technology, such as infrastructure, shopping via the internet, etc.?
L	How is the legislation changing, for instance, increased penalties for violence, traffic offences, etc.?
	How is the consumer's legal position changing?
E	Are there climate changes and what do they mean? For instance, harsher weather with multiple storms and floods.
	What are the trends as far as organic products go?

FIGURE 10.23
Check points for PESTLE analysis.