

**External Factors which may have an impact on your business**

<b><u>PREDICTED IMPACT ON YOUR BUSINESS OVER THE NEXT 3 YEARS</u></b>	<b><u>Low</u></b>	<b><u>Med</u></b>	<b><u>High</u></b>
<p><b><u>Political</u></b></p> <ul style="list-style-type: none"> <li>• Role of Government in Business</li> <li>• Change of Government</li> <li>• Political Stability</li> <li>• Political Attitudes to:               <ul style="list-style-type: none"> <li>○ Competition</li> <li>○ Social Responsibility</li> <li>○ Environment</li> <li>○ Customer Protection</li> <li>○ Data protection</li> <li>○ Other (specify_</li> </ul> </li> <li>• Other (Specify)</li> </ul>			
<p><b><u>Sociological</u></b></p> <ul style="list-style-type: none"> <li>• Demographic Trends</li> <li>• Changes in beliefs, morals, attitudes and fashion</li> <li>• Family Developments</li> <li>• Immigration</li> <li>• Working Patterns, home working, contracting</li> <li>• Other (Specify)</li> </ul>			
<p><b><u>Ecological</u></b></p> <ul style="list-style-type: none"> <li>• Implication of the product/service on suppliers/customers</li> <li>• Pressure Group development</li> <li>• Raw material shortages</li> <li>• Use of scarce resources</li> <li>• Other (Specify)</li> </ul>			

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<b><u>Economic</u></b> <ul style="list-style-type: none"> <li>• Globalisation</li> <li>• Economic Growth Rate</li> <li>• Interest rates</li> <li>• Government Policies</li> <li>• Employment Patterns <ul style="list-style-type: none"> <li>○ Full time vs. Part Time</li> <li>○ Male/Female</li> </ul> </li> <li>• Exchange Rates</li> <li>• Taxation</li> <li>• Other (Specify)</li> </ul>			
<b><u>Technological</u></b> <ul style="list-style-type: none"> <li>• R&amp;D <ul style="list-style-type: none"> <li>○ Costs of Investment</li> <li>○ Matching customer needs</li> <li>○ Internal Skill base</li> </ul> </li> <li>• Protection of technology – patents/copyrights</li> <li>• Rate of change, ability to keep up</li> <li>• Broadband</li> <li>• Internet</li> <li>• Costs of technology</li> <li>• Other (Specify)</li> </ul>			
<b><u>Legal</u></b> <ul style="list-style-type: none"> <li>• New Legislation</li> <li>• Product Licences</li> <li>• International Law/ EEC Directives</li> <li>• Employment law</li> <li>• Other (Specify)</li> </ul>			