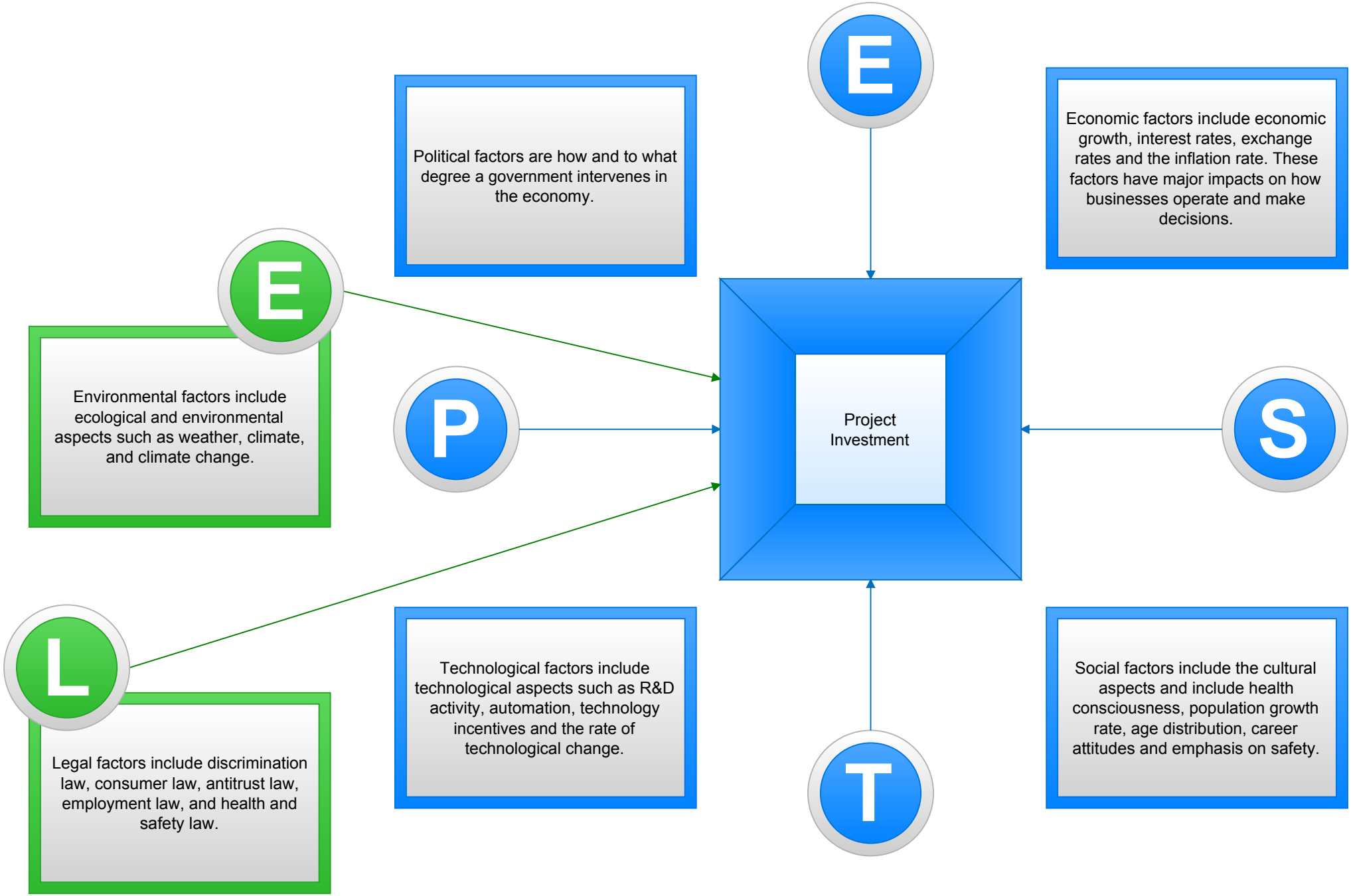
E
Economic factors include economic growth, interest rates, exchange rates and the inflation rate. These factors have major impacts on how businesses operate and make decisions.
Political factors are how and to what degree a government intervenes in the economy.
E
Environmental factors include ecological and environmental aspects such as weather, climate, and climate change.
P
Project Investment
S
L
Legal factors include discrimination law, consumer law, antitrust law, employment law, and health and safety law.
Technological factors include technological aspects such as R&D activity, automation, technology incentives and the rate of technological change.
T
Social factors include the cultural aspects and include health consciousness, population growth rate, age distribution, career attitudes and emphasis on safety.