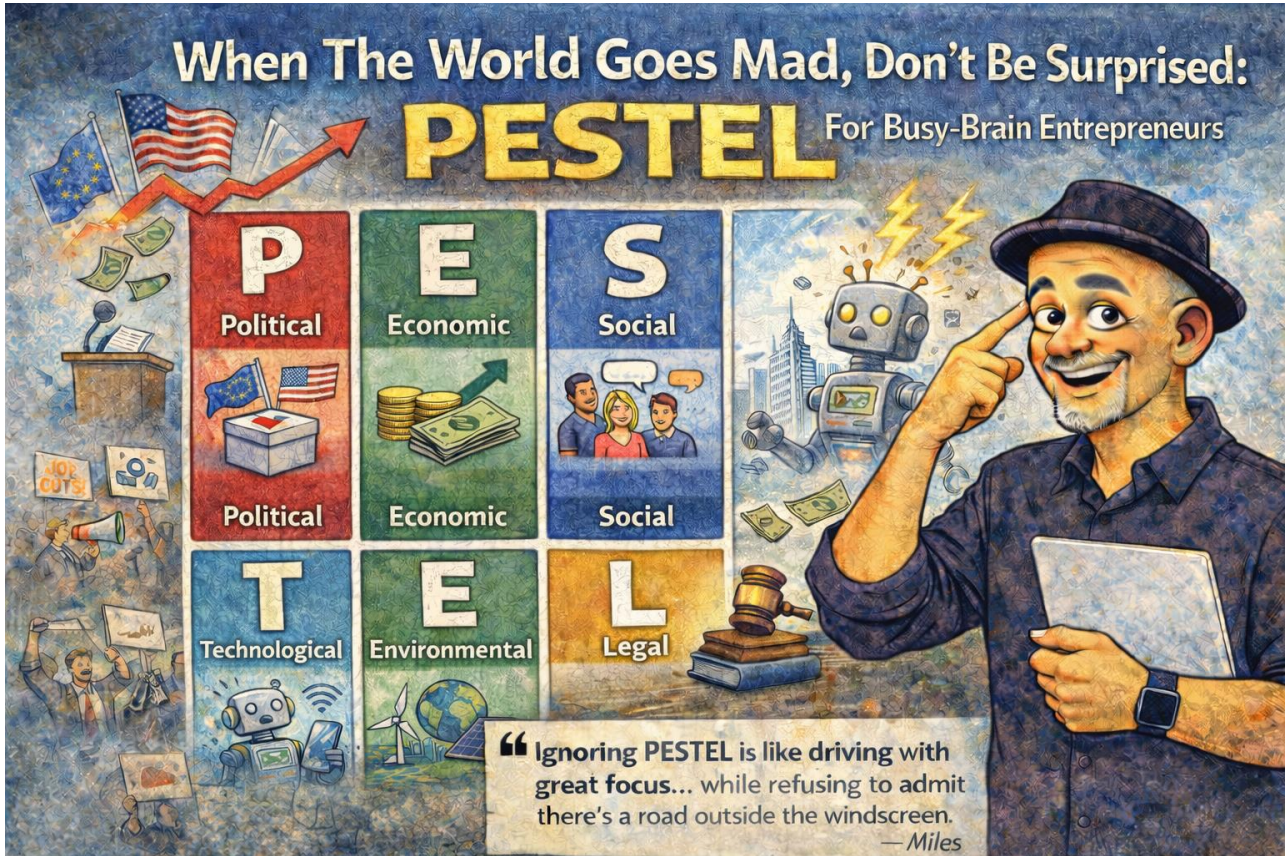


# PESTEL for Busy Brain Entrepreneurs and Leaders



## Political

What it includes: Government stability, policies, regulations, trade rules.

Examples: E.g., labour laws, tax policy, industry regulations.

Think about the President Trump era tariffs, USA wanting Greenland, Russian Ukraine war, China and Taiwan and all of the import/ export ramifications.

Locally think about the effects of municipal elections and spending in the metros. BBBEE legislation.

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# PESTEL for Busy Brain Entrepreneurs and Leaders

## Economic

What it includes: Inflation, interest rates, exchange rates, economic growth.

Examples: E.g., consumer spending, cost pressures, investment climate, oil shocks.

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## Social

What it includes: Demographics, lifestyle trends, culture, education levels.

Examples: E.g., target audience shifts, customer behavior changes.

What about social attitudes towards sugar, water, fitness, medicine, drug usage, alcohol, smoking, vaping, religion.

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## Technological

What it includes: Innovation, automation, digital tools, emerging technologies.

Examples: E.g., new platforms, AI, software upgrades, robotics, drones. Social costs of consequential job losses.

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# PESTEL for Busy Brain Entrepreneurs and Leaders

## Environmental

What it includes: Sustainability, climate, environmental regulations.

Examples: E.g., waste management, environmental compliance.

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## Legal

What it includes: Compliance, licensing, contracts, legal obligations.

Examples: E.g., POPIA, consumer protection laws, licensing.

Do you know about any new laws that will influence your business?

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## Your Notes
