

STEEPLE ANALYSIS



SOCIAL

Mentality & characteristics of consumers- population size, life expectancy, birth & death rates, equity distribution, buying behaviours, education attainment, attitudes toward governments.

TECHNOLOGICAL

Related to innovations in the tech sector- levels of innovation, automation, research & development capabilities, access to new tech, internet infrastructure, AI, tech based partnerships.

ECONOMIC

Indicators of the performance and health of the economy- GDP growth, economic growth, exchange rates, inflation, unemployment, interest rates.

ENVIRONMENTAL

Related to ecological and environmental factors- climate & climate change, corporate social responsibility, water air & light pollution, digital footprint, natural disasters.

POLITICAL

How the government interacts with the market- govt changes, tax changes & laws, govt subsidies, trade restrictions, press freedom, commercial law, influence on govt led projects, international conflict.

LEGAL

Related to laws and legislation- copyright & intellectual property laws, labour laws, data protection, privacy, consumer protection, insurances.

ETHICAL

Related to ethical behaviours & attitudes- reputation, integrity of business, messaging, leadership, CSR, trust, equality, wellbeing, policies, contribution to society, responsible employer.