**Unit 5 International Trades**

**Learning Aim C**

**Pestle Analysis**

With reference to the PLC, you have to produce a Pestle Analysis of both Zimbabwe and Denmark.

P – what is the current political situation in Zimbabwe.

E - consider economic factors such as Interest rates, Inflation rates, Unemployment rates

S - Social influences to include education/ spending power/ lifestyle/ religion or beliefs/ population decline or growth/ family sizes, level of disposable income

T - Pace of change in Technology/ use of the internet

L – laws

E - ethical issues/ environmental issues/ access to housing and medical services/ transport links