- Acquiring raw material and supplies from environmentally friendly sources is now an aim for businesses as they try to minimise their carbon footprint.

**Other external issues not a part of PESTLE model**

**Market factors**
- Demand for certain types of products goes through cycles of expansion and decline, closely related to the life cycle of that type of product.
- When a product reaches maturity, higher levels of profit become the main financial objective for that product.

**Competitor’s actions and performance**
- The level of competition is also an influence on a firm’s financial objectives

**Suppliers**
- Suppliers can have a major impact on a business’ financial objectives.