

- 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.

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