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| PEST Analysis | | | |
| P | E | S | T |
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|
| Political | Economic | Social | Technological |
| Next national elections could change government regional policy (legislation or taxation changes) what could cause changes to organization software  GDPR | Inflation getting lower  Interest rate – invest on Robotic  Economic growth  Exchange rate – lower nz exchange rate so we can import robotic from china | Changing patterns in social behavior. People change the way of shopping (ordering fastfood) paing for it. | Changing the ways of delivery, payment and orders. |
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