# Market Research & Analysis

## Demand Research

Community Groups/Forums to collect data from regarding:

* Starting a business:
  + <https://www.facebook.com/groups/ozstartup/?ref=br_rs>

## PESTLE Analysis

### Political

* Any factors in the political environment either in the home country or international arena. Examples of these could be government initiatives or changes of policy which affect the organisation.
  + None at the moment.

### Economic

* Any factors in the financial arena. These could include economic downturns, availability of bank loans.
  + Are loans needed to grow the business ?

### Sociological

* Factors which affect the social aspects related to the customers of the organisation including social trends, the change in demographic of our customers and any other sociocultural factors.

### Technological

* Any changes in the technical world which may cause some impact on the organisation. New technological developments, new software, new devices etc are all factors to consider.

### Legal

* Legal issues often begin with examining any legislative issues in the home country and expanded to other countries depending on the business' international offerings. Legal issues may include distance selling laws, data protection, health and safety etc.

### Environmental

* Environmental factors look at the world around the organisation and any factors which may have an impact on the environment. Examples include the use of plastic bags for goods, using vehicles for transporting goods and the polution impact of these.