

# STEEPLE

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All business are affect by factors from the external environment

Opportunity - something that benefit business

Threats - some that bring harm to business

Eg: the business operate in medicine, and  
vaccine industry earn money during COVID

STEEPLE - help to anticipate opportunities and threat from external  
Used in assessing the feasibility

Feasibility - weather something is worth

S - Social (culture, Demographic (anything with population) value and attitudes)

T - technology - (develop opportunities and threats) eg: access information, price transparency

E - economic (eg: unemployment rate, growth, inflation, trade...) everything with bigger picture

E - environment (nature environment, social attitude, epidemics)

P - political (government policies, monetary policy(interest rate)) the inflation from the government  
control, whereas economics is nature inflation cause by society

L - Legal (Law (protection) eg: more cost on business, reputation of business))

Ethical - moral principle that are or should be, affect decision making

Inflation

- rise of the price(increase the costs of business)
- Interest increase- leads to less money spend on other.

Unemployment rate

- Finding employees
- Ability to spend

Economic growth - GDP(gross domestic product (total output of a country)) -  
decide the consumer and business's spending confidence

- GDP decrease in half year - recession

Balance of trade - exchange rates fluctuate - import and export.

STEEPLE what is happening in the external environment to create this opportunity or threat?