 P for Political,

E for Economic,

S for Social

, T for Technological

, L for Legal,

and E for Environmental.

* What is the political situation of the country and how can it affect the industry?
* What are the prevalent economic factors?
* How much importance does culture have in the market and what are its determinants?
* What technological innovations are likely to pop up and affect the market structure?
* Are there any current legislations that regulate the industry or can there be any change in the legislations for the industry?
* What are the environmental concerns for the industry?

