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| Political Factors | Economic Factors With the New Zealand economy constantly growing, consumer spending increases and therefore businesses are more willing to invest on automating their business processes. |
| Social Factors More and more employees within the IT industry are now working from home. This is a trend that Codeblue could use to their advantage. | Technological Factors Technology is ever changing and always getting better, therefore Codeblue have to make sure that their staff as well as the solutions and services they provide to their customers are always up to date. |