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| **Political (stability, bureaucracy, policies, federal, state, local)** * Brexit – Harm to business confidence within the industry in the UK and to a lesser extent across Europe
* Brexit – Legal issues associated with UK operations
* Brexit – Potential for more “exiteers” from the EU.
* US/China trade war impacting exchange rates and potential to impact tariffs on products into US
* Potential change in government and/or minister creates some uncertainty
 | **Social (wealth, education, support, attitudes, life-style)*** Drought affecting rural communities
* Increased consumer awareness of product provenance – this has up and down sides
* Market looking for more technically enhanced product
 | **Legal (regulations – social, tax, trade, regional, foreign)*** Brexit will cause renegotiating of trade deals globally – potential impacts on tariffs
* China/US trade war could impact other trading blocks
* Developing changes to tax legislation globally has potential to impact tax imposts
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| **Economic (strength, outlook, costs, infrastructure, geography, industries, cycles)*** Impact of drought
* Workforce again being drawn away to mining – pressure on wages
* Chinese middle-class growth is slowing and less discretionary income
* Volatility in global exchange rates
 | **Technical (infrastructure, current, emerging, trends, adaptation, R&D)*** Performance in outdoor market is a strong positive trend
* Product innovation, in particular in manufacturing processes, is producing some results
* Technology to reduce costs is showing strong potential
* Ability to commercialise innovations continues to look promising
 | **Environmental (impacts, legislation drivers, compliance, trends)*** International legislation regarding environmental impacts of production
* Continuing use of some industry practices has the potential to derail the provenance story and result in a sharp decline in profit margin
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