



says...
**KEEP TRADE
LOCAL**

What **Economic** Factors affect the business?

Students may need some support understanding economic factors.

(for example, changes in interest rates, exchange rates, changes in customer's disposable income) ie an increase in interest rates means that customers have less money to spend on luxury items. It also means that the business has to pay more on any borrowings it has made.

What **Technological** Factors have, or could affect, the business?

These factors are based on observation and support from teacher/mentor.

(for example, changes in production or stock control, changes in communication, staffing and skills) ie. The internet has allowed small local businesses to buy and sell online anywhere in the world. It also means that the local community can buy online with other non-local businesses. So it can be both good **and** bad.