

Factor	Key Areas	Assessment Criteria
Political	Government Stability	Political stability, risk of coups, government effectiveness
	Regulatory Environment	Business regulations, labor laws, investment policies
	Tax Policies	Corporate tax rates, tax incentives, import/export duties
	Trade Agreements	Free trade agreements, tariffs, import/export restrictions
	Bureaucracy & Corruption	Ease of doing business, corruption index, transparency
Economic	GDP Growth & Inflation	Economic growth rate, inflation trends, purchasing power
	Exchange Rates & Currency Stability	Foreign exchange risk, currency depreciation risk
	Interest Rates & Access to Capital	Cost of borrowing, banking system stability
	Consumer Spending & Income Levels	Disposable income, middle-class expansion, demand elasticity
	Employment & Wage Levels	Unemployment rate, labor cost competitiveness
Social	Demographics & Population Growth	Age distribution, population size, urbanization rate
	Cultural Trends & Consumer Behavior	Local preferences, brand perception, lifestyle changes
	Education & Skill Levels	Workforce skill levels, literacy rates, availability of talent
	Health & Safety Standards	Public health trends, workplace safety regulations
	Crime & Security	Crime rates, business security risks, impact on store locations
Technological	Digital Infrastructure	Internet penetration, mobile connectivity, e-commerce potential
	Innovation & R&D Investment	Government/private sector investment in technology & research
	Automation & AI Adoption	Impact of automation, AI advancements, digital transformation
	Intellectual Property Protection	IP laws, patents, trademarks, risk of counterfeiting
	Cybersecurity & Data Protection	Data privacy regulations, cyber threat landscape
Legal	Business & Corporate Laws	Ease of setting up a business, shareholder protections
	Employment Laws & Worker Rights	Minimum wage laws, labor unions, employee benefits
	Consumer Protection Laws	Advertising regulations, product safety standards
	Taxation & Compliance	Business tax obligations, compliance burden
	Litigation & Dispute Resolution	Efficiency of the legal system, contract enforcement
Environmental	Climate & Weather Conditions	Natural disaster risks, climate change impact
	Environmental Regulations & Sustainability	Emissions standards, waste disposal laws, carbon footprint
	Energy Consumption & Sustainability Initiatives	Renewable energy incentives, carbon tax policies
	Waste Management & Recycling	Regulations on plastic use, circular economy initiatives
	Natural Resource Availability	Water scarcity, raw material availability