

### **Politics/legislation**

- ◆ Requirement for all widget users to be licensed from next year
- ◆ EU widget standard announced
- ◆ Privatisation of French state owned widget manufacturer

### **Economics**

- ◆ Coming out of recession, long-term growth expected
- ◆ Widget raw material prices will rise
- ◆ Growth of industrial widget users slowing
- ◆ Direct selling of widgets taking off

### **Social**

- ◆ Demand for recyclable widgets
- ◆ Domestic widgets becoming fashionable

### **Technological**

- ◆ Digital widgets to become commercially viable within two years

### **Industry realignment**

- ◆ European and US widget makers entering UK market and purchasing small UK manufacturers