



## As Fair As – Summary PEST Analysis

middle-income tiers. The baby boomer generation is retiring. This means spending by older consumers will decrease. Now, AFA will have to tap the Gen X and the Millennials as customers.

- **Changing work patterns.** Experienced and effective managers may be less prepared to work the hours demanded in the retail industry (e.g., weekend and late night shopping).
- **Corporate social responsibility.** The CSR objectives of major retailers, such as supermarket chains, may reduce the differentiating factor of fair-trade as AFA's competitors become more and more ethical.

- **Connectivity.** AFA can introduce Wi-Fi capabilities in its outlets already. Internet is important to the consumers. They would be able to surf the web and do work while sipping AFA coffee. This is an added value to the brand. It enhances the overall consumer experience.
- **POS payment technology.** AFA may need to consider adapting its payment technology platforms to include mobile payments, Facebook and We Chat payments, smart watch payments, etc.

Source: [www.BusinessManagementIB.com](http://www.BusinessManagementIB.com)