

DaLu Lingerie PESTLE Analysis

▪ Political Factors

Regulations on e-commerce: Government policies on online retail, taxation, and trade restrictions.

Import/export legislation: If sourcing materials or products internationally, tariffs and trade restrictions.

▪ Economic Factors

Inflation and exchange rates: Affect pricing, especially if sourcing materials globally.

Logistics costs: Rising fuel and shipping costs can impact profitability.

▪ Social Factors

Cultural perceptions of lingerie: In some regions, lingerie marketing may face restrictions.

Growth of influencer marketing: Social media influencers and celebrity endorsements shape purchasing behaviour.

▪ Technological Factors

Growth in mobile commerce: A website which has been customised for mobile devices is necessary as more consumers make purchases using smartphones.

Data security: Strong cyber security measures needed to protect customer payment and personal data.

▪ Legal Factors

Data protection laws: Compliance with privacy laws when collecting customer information

Advertising standards: Rules controlling the use of lingerie, particularly on social media sites like Facebook and Instagram.

▪ Environmental Factors

E-commerce and Shipping's Carbon Footprint: Online stores depend on shipping and logistics, both of which increase carbon emissions.

Eco-Friendly Packaging: Consumers appreciate reduced packaging waste as part of a sustainable shopping experience.