

## Pest Analysis – France

### Political and Legal Issues

A road safety action plan featuring twenty-six measures and new laws, which was put in place in France back in early 2015. The laws include drivers not being able to eat or apply makeup at the wheel and no use of headsets when driving. The drink driving limit for drivers with under three years of experience has been decreased to 0.02%.

As of 2015, the national minimum wage in France remained fixed at 1,458 euros per month. This equates to 17,496 euros per year.

An Anti-discrimination law is in place within the workforce in France. This law means that it is illegal to discriminate against any employee based on their gender, lifestyle, sexual orientation, age, family situation, ethnicity, race, religion/religious beliefs, physical appearance and state of health, etc.

The law for copyrighting in France was developed at the same time as it was in the United Kingdom, in the eighteenth century. Private copying including the use of digital media is illegal.

After what happened in Paris with the terrorist attacks in November 2015, the French Government have decided to take extra measures in relation to terrorism by issuing a proposal to strip any French-born dual citizens who are convicted terrorists, their French nationality. The bill for this proposal was passed on February 10<sup>th</sup> 2016 but it has yet to be officially made a French law. This has caused conflict because dividing the population up in this way is regarded as assault on the French tradition *droit du sol*.

### Economic issues

France entered its second recession in the space of four years back in May 2013. According to a BBC News article online, “the French economy [had] shrunk by 0.2% in the first quarter of the year”. However, another online news article stated in August 2013 that France had come out of this recession. The article states that the French economy had a “0.5% [financial] growth” throughout April to June. This is France’s “best result in two years”.

As of December 2015, the unemployment rate of men was 10.9% and 9.4% of women. 9% of men twenty-five and over were unemployed, whilst the percentage of women twenty-five and over was eight percent. The unemployment rates for men under 25 was 27.9% and 23.7% who are women under twenty-five. These statistics show that more men are unemployed compared to women, in France.

There are a lot of constraints on people living in France financially, with many consumers not being able to buy their first house until they are middle aged. A lot of young adults are choosing to leave their native country to work then when they return, they stay living in the family home. Older mid-lifers with children are willing to use their children’s inheritance in order to purchase a second home, even though they already have one. It is as though some French people get greedy and want more than one home or maybe it is a way of securing their children’s future so that when they are old enough to leave they can move into the second home and live independently.

Currency exchange rates change frequently so the figures given are accurate as of the 23<sup>rd</sup> February 2016. In French currency, one Euro equates to about seventy-eight pence in British currency. However, one pound being exchanged into Euros equates to 1.28 euros. This shows that exchange rate is better when exchanging British currency to French currency, than it is the opposite way around.

As of 2013, there were four different tax rates within France. The standard tax rate for goods and services is twenty percent, a ten percent tax is applied on services such as transport, restaurants, some medical drug prescriptions and renovation work. There is a 5.5 percent tax on special equipment for the disabled and for school canteens. This tax also applies for water and alcoholic beverages, as well as food and books. There is also a 2.1 percent tax rate that is reimbursed by the French Social Security. This small tax rate applies to medical prescription drugs.

France has a population of 63.9 million people. 9.9% of the country's overall population are unemployed.

According to the *'Souffle'* website, *'the climate in France varies according to the region'*. For this assignment, in terms of cities I am focusing more on Paris as it is the most popular city within France to visit and is known highly for its tourist attractions and more importantly, its fashion. In Paris the average temperature in Winter is five degrees, ten degrees in Fall, thirteen degrees in Spring and rising to eighteen degrees in Summer. These temperatures are quite mild, especially compared to the UK's seasonal temperatures. The coldest month in France is January with an average temperature of 4.7 degrees. The hottest months are July and August with an average temperature of twenty degrees. On twenty-five days out of three hundred and sixty-five, the temperature falls to below freezing and on forty-three days of the year, it rises to over twenty-five degrees.

### Social, Cultural and Demographic issues

French consumers are very sociable eating together regularly. Their health and wellbeing remains their top priority. A lot of people in France use bikes as their main transport to get around as well as buying second hand leisure equipment which all helps them to stay fit and healthy. Some are also swapping cigarettes for electronic cigarettes, although there have been reports stating that electronic cigarettes are just as addictive as proper cigarettes so they're not really that much of a healthier option, are they? French consumers agree strongly with always saving by willing to house share with other people, car share, looking to save money on accommodation for holidays and are also willing to change phone contracts and look for cheaper options instead. Consumers with children prefer to shop online as it will be easier and they can find better deals online. They shop for back to school stuff and baby equipment, of which parents with babies prefer to buy second hand as babies are expensive so it helps to cut down on expenses. In terms of grooming and fashion, French females love using DIY beauty treatments and products in order to achieve a natural look without breaking the bank. The men on the other hand, are starting to shop for themselves more.

Although French women seem to look 'effortless' on a daily basis, it actually takes them a lot of practice as well as a daily routine to create their 'natural look. They are taught from an early age about art and history and are taught to critique paintings, furniture and clothes, etc. The reason why everybody else has this perception that French women are born with natural beauty is because they were taught not to broadcast the products that they use. A lot of these women are in fact high maintenance as they get facials every month and hair treatments as well as undergoing procedures for cellulite. They pride themselves on looking good naturally and so they put in so much effort to achieve this. Aside from their beauty routines, they actually spend little on beauty products as a lot of it is done themselves or products are bought from drugstores. There are negatives to these women's perceptions though. They spend so much time and effort to look perfect and natural, but this would put so many women under pressure. A woman quoted in the online article *Why I'm no longer calling French beauty "effortless"*, "In France, we are obsessed with cellulite, obsessed with stretch marks, obsessed with weight. [French women] look good, but at what price?" It seems that beauty is the main subject that they have to be highly knowledgeable on and master, in order to create the ideal image of a French woman.

David Guetta was born in Paris and is a dj and record producer. He has collaborated with a number of different well known music artists such as Usher, Nicki Minaj, Kelly Rowland and Sia, etc.

Fashion designer Coco Chanel was born in Samur in France. She became well known for her suits, perfumes and little black dresses.

In 2014, there were approximately twelve births per every one thousand people of the country's population. The life expectancy from birth for both male and females in France is approximately eighty-one years.

### Technological issues

The French National Research Agency provides funding for the research of science projects. The funding is available for public research organisations, private companies and universities. Not only does this agency fund the projects, they also assist people in conducting research for these projects.

French inventors have played a huge part within the development of photography and high transportation systems. They also played a part in inventing the parachute, neon lamp, fridge and the electronic generator. France is also a leading exporter for Nuclear technology and became the third country to launch their own space satellite in nineteen sixty-five.

Internet usage is high in France with people accessing it daily in internet cafes, in the offices at work and at schools, colleges and universities. Some work companies restrict the use of web access on their computers so that employees can only access their email accounts. As well as dial up access, ADSL is proving to be a popular internet connection choice with French citizens. ADSL is basically a high speed cable connection that most contract providers can sell to you. The company Orange has a cheap bundle deal of sixteen euros a month, which includes internet and calls. Some companies also offer free installation and a home phone line with internet combined packages. The rate of using computers in an internet café in France varies from one euro and fifty cents, up to five euros per hour.

Credit cards are popular within France, with Visa and Master cards both generally accepted within shops, restaurants and everywhere else. Credit cards are a practical way of paying as automatic payments for things such as parking and train/metro tickets, are common within France.