PESTLE Analysis

Insert your company's name or logo.

PESTLE Ref.	Situation being analyzed:	Date Raised:

Other than the main headings, the questions and issues in the template below are examples and not exhaustive - add your own and amend these prompts to suit your situation, the experience and skill level of whoever is completing the analysis, and what you aim to produce from the analysis. A PESTLE analysis may help when assessing the risk arising from the impact of external factors. Climate change considerations should be captured in this document.

Criteria Examples	Political	Economic	Criteria Examples
1. Trading policies 2. Funding, grants, and initiatives 3. Home market lobbying/pressure groups 4. International pressure groups 5. Wars and conflict 6. Government policies 7. Government term and change 8. Elections 9. Inter-country relationships/attitudes 10. Terrorism 11. Political stability/trends 12. Governmental leadership 13. Government structures 14. Internal political issues 15. Shareholder needs/demands 16. Industry regulations 17. Global trade agreements and/or restrictions	What is happening **politically** in the environment in which you operate? Factors may be altered by the government's influence on national infrastructure. Determine how government policy and legislation impact your business.	What is happening within the **economy**? What economic factors like growth, inflation, and interest rates affect your business? Other factors include economic growth, exchange rates, inflation, wage rates, working hours, and cost of living.	1. Home economy situation 2. Home economy trends 3. Overseas economies and trends 4. General taxation issues 5. Tax changes specific to products 6. Seasonality/weather issues 7. Market and trade cycles 8. Specific industry factors 9. Market routes & trends 10. Customer/end-user drivers 11. International trade 12. Disposable income 13. Job growth/unemployment 14. Exchange rates 15. Tariffs & Inflation 16. Interest and exchange rates 17. Consumer confidence index 18. Import/export ratios 19. Production level 20. Internal finance 21. Cash flow
	Factors affected within my industry:	**Factors affected within my industry:**	
	Importance to our organization:	**Importance to our organization:**	

SAMPLE

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Criteria Examples	Social	Technological	Criteria Examples
1. Consumer attitudes and opinions 2. Media views 3. Law changes & social factors 4. Brand, company, technology 5. Consumer buying patterns 6. Major events and influences 7. Buying access and trends 8. Ethnic/religious factors 9. Advertising and publicity 10. Ethical issues, demographics 11. Lifestyle changes 12. Population shifts 13. Education 14. Trends, Fads 15. Diversity 16. Immigration/emigration 17. Living standards 18. Housing trends 19. Fashion & role models 20. Attitudes to work 21. Attitudes to people 22. Leisure activities 23. Occupations 24. Earning capacity 25. Staff attitudes 26. Management style 27. Organizational culture 28. Changes to the education system	What is occurring **socially and culturally** in the markets in which we operate? Other factors to consider include cultural aspects, health and safety consciousness, population growth rate and various demographics. What trends and lifestyle changes might impact your business?	What is happening with changes to **legislation**? Could any pending legislation or taxation changes affect your business positively or negatively?	1. Competing technology development 2. Research funding 3. Associated/dependent technology 4. Replacement solutions 5. Maturity of technology 6. Manufacturing maturity/capacity 7. Information and communications 8. Consumer buying mechanisms/technology 9. Technology legislation 10. Innovation potential 11. Technology access, licensing 12. Intellectual property issues 13. Global communications 14. Inventions & Innovations 15. New Discoveries & Research 16. Energy uses/sources/fuels 17. Communications 18. Rate of obsolescence 19. Manufacturing advances 20. Information technology 21. Internet 22. Transportation 23. Waste removal/recycling 24. E-learning 25. Collaboration tools 26. Software changes
	Factors affected within my industry:	**Factors affected within my industry:**	
	Importance to our organization:	**Importance to our organization:**	

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