Insert your company's name or logo.

Opportunity Evaluation

Opportunity Concept Data	
Submitter Name:	Date: / /
Title:	
Purpose:	
Description:	
Benefits to Customer:	
Benefits to [Company Name]:	
Technology Requirements: ☐ Utilize Existing [Company Name] Technology ☐ New Technology Needed	
Evaluator	
Evaluator Name:	Date: / /
Evaluator Comments:	
Disposition of Opportunity	
☐ Authorization to Proceed ☐ Reevaluate at a Later Date: ☐ Decline Opportunity	
Name:	
Title:	
Signature:	Date: / /

SAMPLE

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