

PESTLE ANALYSIS – POLITICAL, ECONOMIC, SOCIAL, TECHNOLOGICAL, LEGAL, ENVIRONMENTAL

The PESTLE Tool is a great way to analyse the business environment by looking at opportunities, threats and their impact in each of the 6 factors Political, Economic, Social, Technological, Legal and Environmental. This can show trends or the direction of changes in the business environment.

Other versions of PESTLE

- **PEST**: Political, Economic, Socio-Cultural, Technological
- **PESTLIED**: Political, Economic, Socio-Cultural, Technological, Legal, International, Environmental, Demographic
- **STEEPLE**: Social/Demographic, Technological, Economic, Environmental, Political, Legal, Ethical
- **SLEPT**: Socio-Cultural, Legal, Economic, Political, Technological
- **LONGPESTLE**: Local, National, and Global versions of PESTLE

	Political	Economic	Social	Technological	Legal	Environmental
Possible Factor	a. E.g. trade barriers, visa requirements, prices, elections, business policy, corporate policies, Corporate Social responsibility etc.	a. E.g. taxes, inflation rates, interest rates, economic recession, exchange rates, customer income, unemployment rate, access to credit or loans etc.	a. E.g. Cultural values or trends or norms affecting buying habits, gender, age, generational shifts, religion, business attitudes or taboos etc.	a. E.g. IT, new changes such as AI or Bitcoin, process automation, ERP, technological hubs, technological infrastructure etc.	a. E.g. legislation changes, trademarks, licensing, health and safety etc.	a. E.g. eco-friendly changes, geography etc.
Opportunity	a. E.g. higher prices mean the business can charge more for our products	a.	a.	a.	a.	a.
Threat	a. E.g. barriers may increase transport pricing	a.	a.	a.	a.	a.
Business Impact Description & Rate	a. E.g. 3: International trade barriers are likely to create a threat	a.	a.	a.	a.	a.
Impact Type	a.	a.	a.	a.	a.	a.
Timeframe	a.	a.	a.	a.	a.	a.

[Insert Company Website Link]

4-6 months							
6-12months							
NA: Not Applicable							
Speed of Impact	a.	a.	a.	a.	a.	a.	a.
Increasing							
Decreasing							
Stable or							
Stagnating							
Unknown							
Importance	a.	a.	a.	a.	a.	a.	a.
1 Not important							
2 Important							
3 Very Important							
4 Critical							