PESTLE ANALYSIS TEMPLATE

PEST/PESTLE Analysis on ______________________(organization name)

SWOT Context

Date of Analysis

<table>
<thead>
<tr>
<th>PESTLE Analysis factors</th>
<th>Your notes</th>
<th>Potential Impact:</th>
<th>Implication and importance</th>
</tr>
</thead>
<tbody>
<tr>
<td>The list below is just to get you started. Remember to put these, and others that you add in the context of your organization or business. For example if you are a small private company the behaviours of a Tesco or a large international player may well impact on you. If you are a local authority, government changes will change your priorities. In the NHS changes to treatments and public attitudes will also impact etc. About your organization. How might the factors listed on the left impact your business or part of the organization?</td>
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</tr>
<tr>
<td>Political</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Trading policies</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>• Funding, grants and initiatives</td>
<td></td>
<td></td>
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<tr>
<td>• Home market lobbying/pressure groups</td>
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</tr>
</tbody>
</table>

H - High
M - Medium
L - Low
U - Undetermined

Time Frame:
0-6 mths
6-12 mths
12-24 mths
24+ mths

Type:
Positive +
Negative -
Unknown

Impact:
Increasing >
Unchanged =
Decreasing <
Unknown

Relative Importance:
Critical
Important
Un-important
Unknown
<table>
<thead>
<tr>
<th>Political</th>
<th>Economic</th>
</tr>
</thead>
</table>
| - International pressure groups  
- Wars and conflict  
- Government policies  
- Government term and change  
- Elections  
- Inter-country relationships/attitudes  
- Terrorism  
- Political trends  
- Governmental leadership  
- Government structures  
- Internal political issues  
- Shareholder/ stakeholder needs/ demands | - Home economy situation  
- Home economy trends  
- Overseas economies and trends  
- General taxation issues  
- Taxation changes specific to product/services  
- Seasonality/weather |

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### Business 
- Market and trade cycles
- Specific industry factors
- Market routes and distribution trends
- Customer/end-user drivers
- International trade/monetary issues
- Disposable income
- Job growth/unemployment
- Exchange rates
- Tariffs
- Inflation
- Interest and exchange rates
- Consumer confidence index
- Import/export ratios
- Production level
- Internal finance
- Internal cash flow
- __________________
- __________________
- __________________
- __________________

### Social – SWOT
- Consumer attitudes and opinions
<table>
<thead>
<tr>
<th>Media views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Law changes affecting social factors</td>
</tr>
<tr>
<td>Brand, company, technology image</td>
</tr>
<tr>
<td><strong>Consumer buying patterns</strong></td>
</tr>
<tr>
<td>Major events and influences</td>
</tr>
<tr>
<td>Buying access and trends</td>
</tr>
<tr>
<td>Ethnic/religious factors</td>
</tr>
<tr>
<td>Advertising and publicity</td>
</tr>
<tr>
<td>Ethical issues</td>
</tr>
<tr>
<td>Demographics (age, gender, race, family size,)</td>
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<tr>
<td>Lifestyle changes</td>
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<tr>
<td>Population shifts</td>
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<tr>
<td>Education</td>
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<tr>
<td>Trends</td>
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<tr>
<td>Fads</td>
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<tr>
<td>Diversity</td>
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<tr>
<td>Immigration/emigration</td>
</tr>
<tr>
<td>Health</td>
</tr>
<tr>
<td>Living standards</td>
</tr>
<tr>
<td>Housing trends</td>
</tr>
<tr>
<td>Fashion &amp; role models</td>
</tr>
<tr>
<td><strong>Attitudes to work</strong></td>
</tr>
<tr>
<td>Attitudes to people doing certain types of work</td>
</tr>
<tr>
<td>Leisure activities</td>
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<tr>
<td>Occupations</td>
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<tr>
<td>---------------------</td>
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<tr>
<td>Earning capacity</td>
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<tr>
<td>Changes to education system</td>
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<td>____________________</td>
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**Technological**

- Competing technology development
- Research funding
- Associated/dependent technologies
- Replacement technology/solutions
- Maturity of technology
- Manufacturing maturity and capacity
- Information and communications
- Consumer buying mechanisms/technology
- Technology legislation
- Innovation potential
- Technology access, licensing, patents
• Intellectual property issues
• Global communications
• Inventions
• **Innovations**
• New discoveries
• Research
• Energy uses/sources/fuels
• Communications
• Rate of obsolescence
• Health
  (pharmaceutical, equipment, etc.)
• Manufacturing advances
• Information technology
• Internet
• Transportation
• Bio-tech

• Genetics
• Waste removal/recycling
• Email
• M-learning
• E-learning
• Collaboration tools
• Software changes
• RSI

_________________
_________________
_________________
_________________
Additional split of information if doing a PESTLE analysis rather than a PEST analysis:

### Legal
- Current legislation
  - home market
- Future legislation
- European/international legislation
- Regulatory bodies and processes
- Environmental regulations
- Employment law
- Consumer protection
- Industry-specific regulations
- Competitive regulations
- ____________________
- ____________________
- ____________________
- ____________________

### Environmental
- Ecological
- Environmental issues
  - International
  - National
  - local
- Environmental regulations
- Customer values
<table>
<thead>
<tr>
<th>Market values</th>
<th>Stakeholder/ investor values</th>
</tr>
</thead>
<tbody>
<tr>
<td>Staff attitudes</td>
<td>Management style</td>
</tr>
<tr>
<td>organizational culture</td>
<td>Staff morale</td>
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<tr>
<td>Staff morale</td>
<td>Staff engagement</td>
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<tr>
<td>Global factors</td>
<td>EU based factors</td>
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