

## PESTLE ANALYSIS TEMPLATE

PEST/ PESTLE Analysis on \_\_\_\_\_ (organization name)

SWOT Context \_\_\_\_\_ SWOT

Date of Analysis \_\_\_\_\_

### PESTLE Analysis factors

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.

### Your notes

About your organization.  
How might the factors listed on the left impact your business or part of the organization?

### Potential Impact:

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

### Implication and importance

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

Type:  
Positive +  
Negative -  
Unknown

Impact:  
Increasing >  
Unchanged =  
Decreasing <  
Unknown

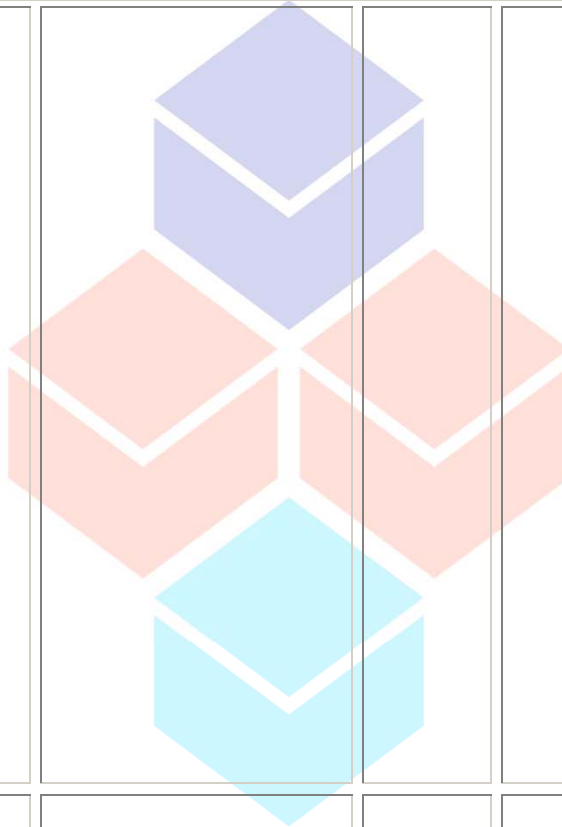
### Relative Importance:

Critical  
Important  
Un-important  
Unknown

### Political - SWOT

- Trading policies
- Funding, grants and initiatives
- Home market lobbying/pressure groups

- 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
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



## Economic

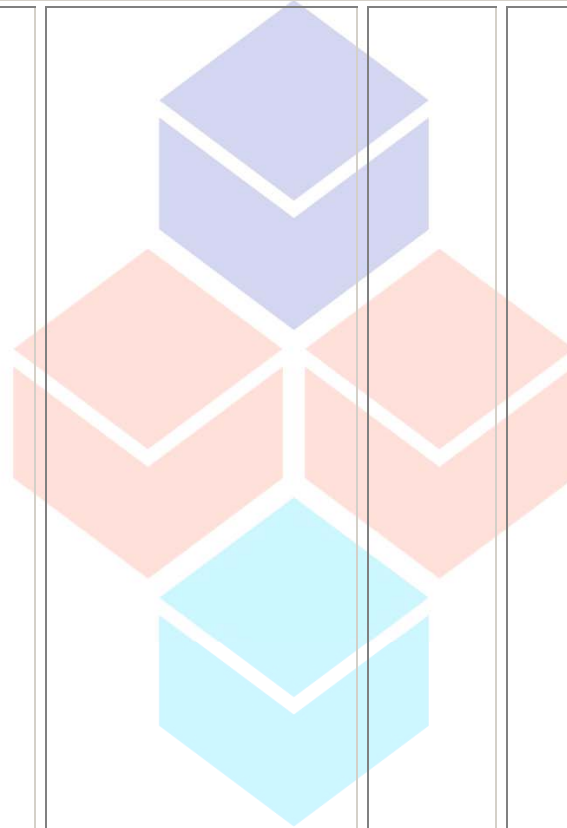
- Home economy situation
- Home economy trends
- Overseas economies and trends
- General taxation issues
- Taxation changes specific to product/services
- Seasonality/weather

issues

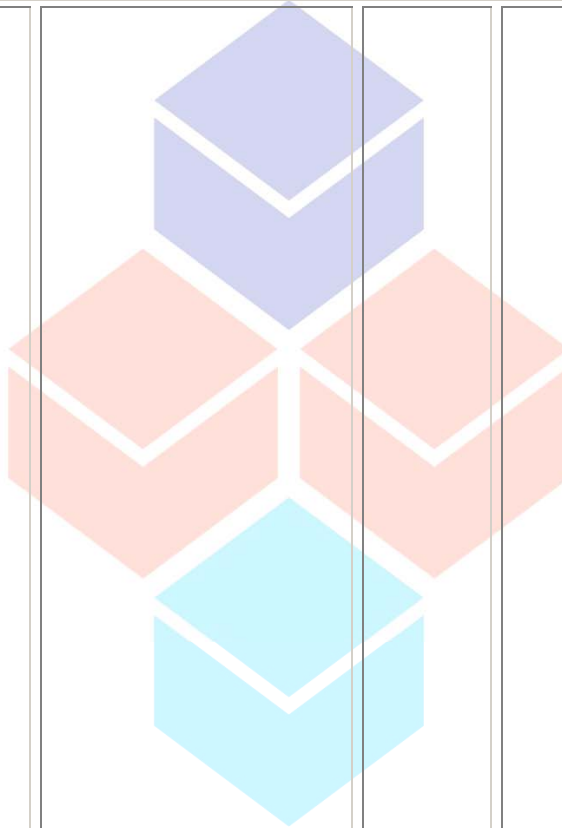
- Market and trade cycles
- Specific industry factors
- Market routes and distribution trends
- Customer/end-user drivers
- International trade/monetary issues
- Disposable income
- Job growth/unemployment
- Exchange rates
- Tariffs
- Inflation
- Interest and exchange rates
- Consumer confidence index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

#### **Social** - SWOT

- Consumer attitudes and opinions



- Media views
- Law changes affecting social factors
- Brand, company, technology image
- Consumer buying patterns
- Major events and influences
- Buying access and trends
- Ethnic/religious factors
- Advertising and publicity
- Ethical issues
- Demographics (age, gender, race, family size,)
- Lifestyle changes
- Population shifts
- Education
- Trends
- Fads
- Diversity
- Immigration/emigration
- Health
- Living standards
- Housing trends
- Fashion & role models
- Attitudes to work
- Attitudes to people doing certain types of work
- Leisure activities

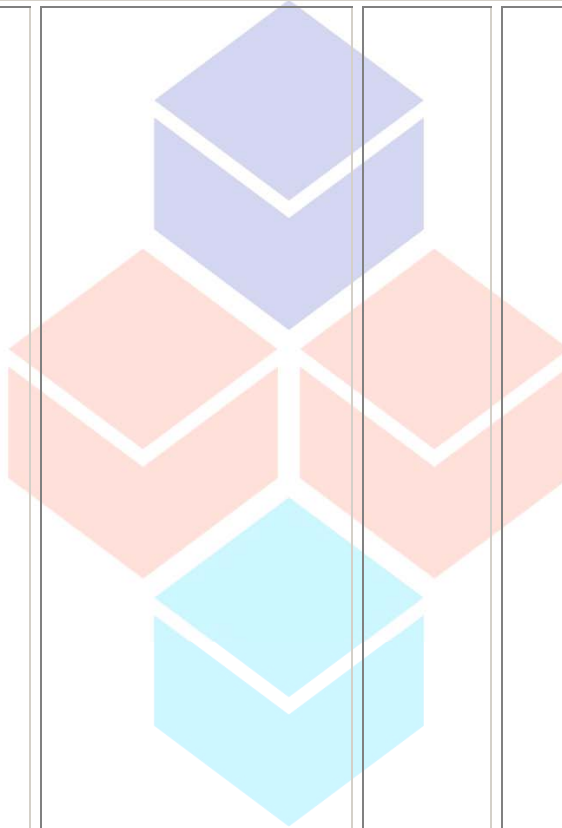


- Occupations
- Earning capacity
- Staff attitudes
- Management style
- organizational culture
- Changes to education system
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### 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:

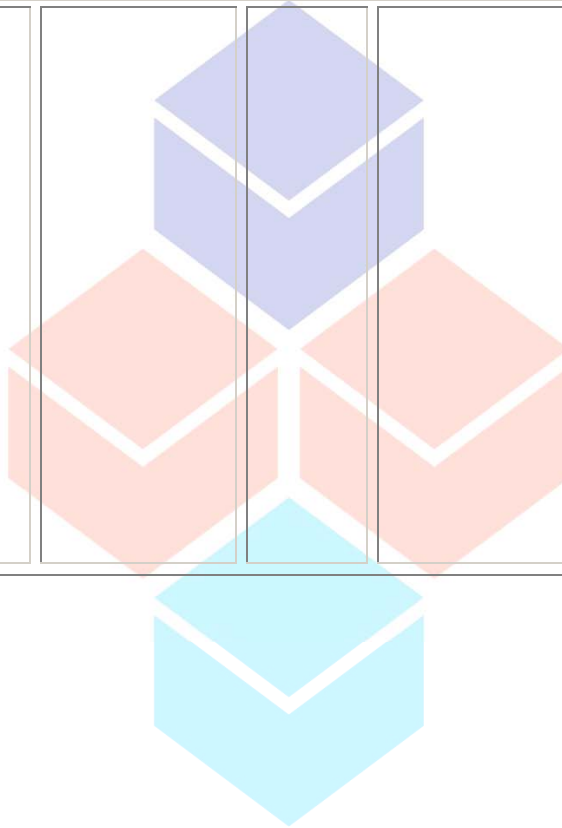
### Legal

- 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

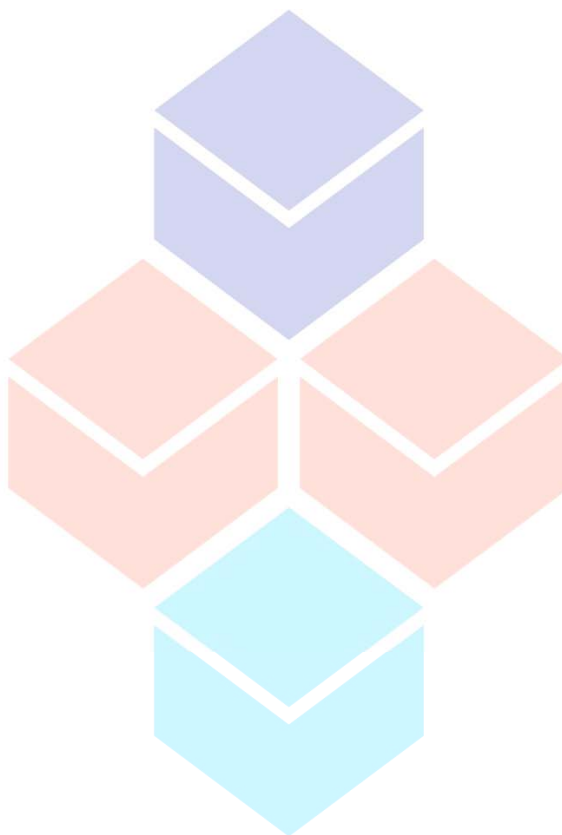
- Ecological
- Environmental issues
  - International
  - National
  - local
- Environmental regulations
- Customer values

- Market values
- Stakeholder/ investor values
- Staff attitudes
- Management style
- organizational culture
- Staff morale
- Staff engagement
- Global factors
- EU based factors
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



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