

PESTLE Analysis – Example

<p>Political</p> <ul style="list-style-type: none"> • Government policies • Government term and change • Trading policies • Pressure groups • Funding, grants and initiatives • Wars and conflict 	<p>Economic</p> <ul style="list-style-type: none"> • Home economy situation and trends • Overseas economies and trends • General taxation • Taxation specific to product/services • Seasonality/weather issues • Market and trade cycles • Industry-specific factors • Market routes and distribution trends • Customer/end-user drivers • Interest and exchange rates, international trade/monetary issues
<p>Social</p> <ul style="list-style-type: none"> • Lifestyle trends • Demographics • Consumer attitudes and opinions • Media views • Law changes affecting social factors • Brand, company, technology image • Consumer buying patterns • Fashion and role models • Major events and influences • Buying access and trends • Ethnic/religious factors • Advertising and publicity 	<p>Technological</p> <ul style="list-style-type: none"> • Competing technology development • Technological advancements • Research and development funding • Associated/dependent technologies • Replacement technology/solutions • Maturity of technology • Manufacturing maturity and capacity • Information and communications • Consumer buying mechanisms • Technology legislation • Innovation potential • Technology access, licensing, patents intellectual property issues • Global communications
<p>Legal</p> <ul style="list-style-type: none"> • Current legislation • Future legislation • European/international legislation • Regulatory bodies and processes 	<p>Environmental</p> <ul style="list-style-type: none"> • Environmental legislation • Public awareness of environmental issues • Political agenda on the environment • Consumer buying patterns • Corporate Social Responsibility awareness and expectations