



PESTLE analysis



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Introduction

A PESTLE analysis is a tool to help assess the wider environment focussing on external factors.

PESTLE is an acronym for:

POLITICS

ECONOMY

SOCIAL

TECHNOLOGY

LEGAL

ENVIRONMENT

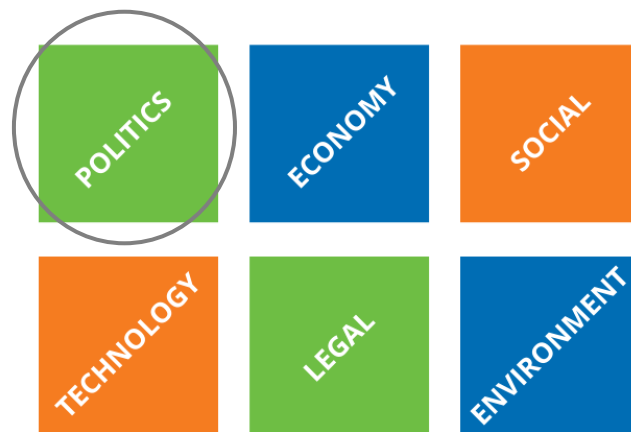


PESTLE analysis

Complete a six box grid to review external factors quickly and easily.

POLITICS

- Policies
- Trade restrictions
- Funding / grants

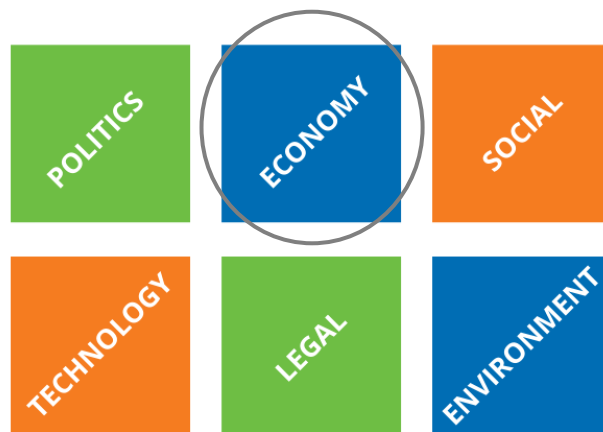


PESTLE analysis

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ECONOMY

- Interest rates
- Exchange rates
- Disposable income
- Inflation rates
- Manufacture / shipping costs

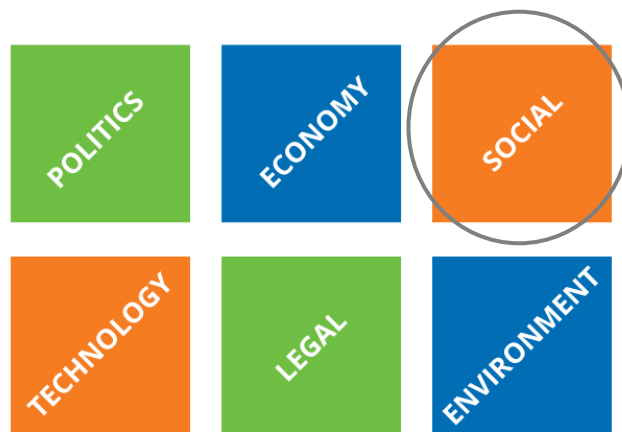


PESTLE analysis

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SOCIAL

- Population
- Demographics
- Attitudes
- Media
- Education

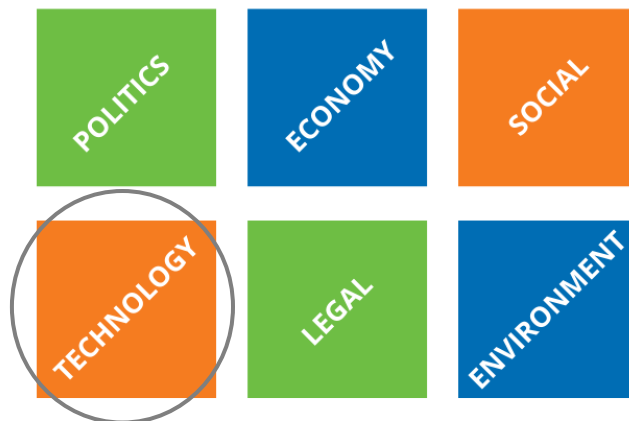


PESTLE analysis

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TECHNOLOGY

- Innovation
- Automation
- Emerging technology
- Consumer engagement



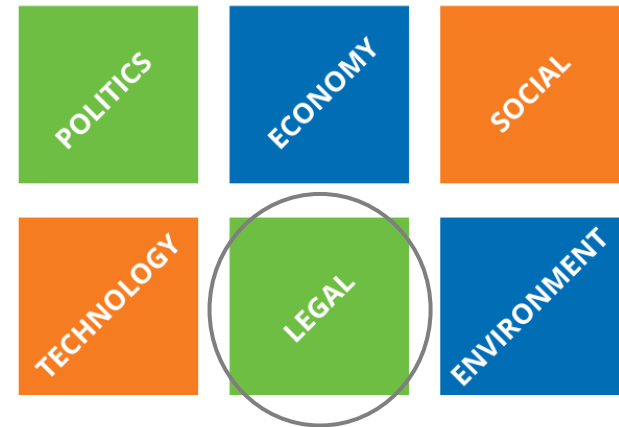
PESTLE analysis



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LEGAL

- **Copyright and patent**
- **Consumer protection**
- **Standards**



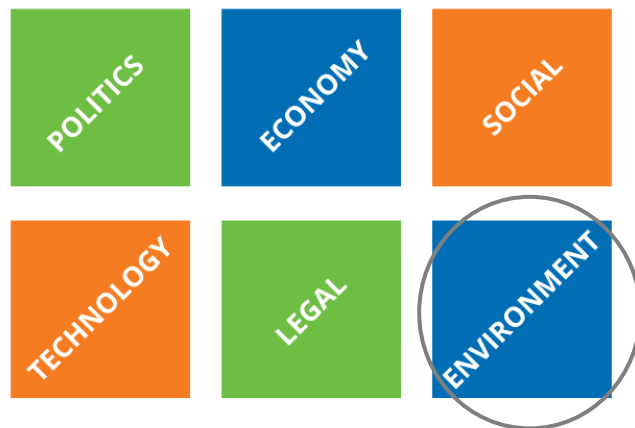
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PESTLE analysis

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ENVIRONMENT

- **Climate**
- **Policies**
- **Pollution**
- **Waste**
- **Recycling**





CPD ACADEMY



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