PESTLE ANALYSIS

PESTLE is a marketing analysis used by entrepreneurs to take a look at the external (or macro) factors that affect their business or business-to-be. The PESTLE analysis examines six factors: politics, the economy, social trends, technology, legal factors, and the environment. Some possible factors are listed below:

POLITICAL FACTORS

- Tax policies
- Government regulation/deregulation
- Tariffs
- Trade unions and agreements
- Trade control
- Bilateral relationships
- Government stability/instability
- Government corruption
- Freedom of press
- Competition regulation
- Frequency of government protests
- Amount of government subsidies
- Import/export regulations/restrictions

ECONOMIC FACTORS

- Growth rate
- Inflation rate
- Interest rate
- Exchange rate
- Unemployment trend
- Price fluctuations
- Amount of disposable income
- Availability of credit
- Likelihood of spending
- Governent budget deficits
- GDP trends
- Stock market trends

SOCIAL FACTORS

- Population size and growth rates (birth, death, immigration)
- Marriages/divorces
- Life expectancy and age distribution
- Wealth distriution and breakdown of social classes
- Per capit income
- Family size/structure/lifestyles
- Average disposable income

SOCIAL FACTORS CONTINUED

- Attitude towards institutions (government, work, etc.)
- Buying habits
- Ethical concerns and activism
- Cultural norms/values
- Religion and other beliefs
- Racial, gender, sexuality equality
- Education levels
- Distribution of minorities
- Crime levels
- Attitude towards saving, investing, retirement, leisure time, product quality, customer service

TECHNOLOGICAL FACTORS

- Technology incentives
- Automation
- Investment into research and development
- Level of innovation
- Access to new technology and rate of adoption
- Technological awareness
- Internet infrastructure
- Communication infrastructure
- Life cycle of technology

LEGAL FACTORS

- Discrimination laws
- Employment laws
- Copyright and patent laws
- Consumer protection regulations
- Health and safety laws
- Data protection laws
- Education laws
- Antitrust laws

ENVIRONMENTAL FACTORS

- Weather
- Climate
- Climate change
- Environmental policies
- Natural disasters
- Pollution (air and water)
- Recycling standards/habits
- Pressure from activists
- Attitudes towards green products
- Support for renewable resources

DIY PESTLE ANALYSIS

POLITICAL FACTORS

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TECHNOLOGICAL FACTORS

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ECONOMIC FACTORS

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LEGAL FACTORS

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SOCIAL FACTORS

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ENVIRONMENTAL FACTORS

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