

PESTLE Analysis

About

PESTLE analysis is used to analyse organisational contexts; broadly speaking, this refers to anything positive, negative or neutral that happens outside an organisation. This might be:

- An organisation’s current business context and better understanding the environment it currently works in
- A new environment that a company might move into such as a new market

Template

PESTLE analysis of

Political (factors such as system of government, level of stability, regulation, doctrines, extent to which a government is “business friendly”)	Economic (factors such as exchange rates, commodities prices, wage levels, tariffs on imports, “health” of the economy)	Social (factors such as culture, gender roles, education levels, religious influences, age and demographics)
Technological (factors such as telecommunications, communication links, transport, internet speed and reliability, knowledge and innovation)	Legal (factors such as taxation, immigration policies, labour laws, laws on foreign ownership, health and safety)	Environmental (factors such as climate, weather, pollution, crime and poverty levels, climate change)