**Example: PESTEL Analysis Input Form**

**1. Business Information**

* **Business Name / Organization:**
* **Industry / Sector:** *(e.g., Technology, Healthcare, Automotive, Retail, etc.)*
* **Geographical Focus:** *(Country, Region, or Global?)*
* **Target Market / Audience:**
* **Competitors (Optional):**
* **Time Frame for Analysis:** *(Short-term (1-2 years) / Long-term (5-10 years))*

**2. PESTEL Factors (Personalized Inputs)**

**A. Political Factors:**

*(Check the factors that are relevant to your business)*

* Government policies
* Political stability
* Tax regulations
* Industry-specific regulations
* Global trade agreements/restrictions

*Any additional notes or specific concerns?*

**B. Economic Factors:**

* Exchange rates
* Globalization trends
* Economic growth/decline
* Inflation rates
* Interest rates
* Cost of living
* Labor costs
* Consumer spending habits

*Any specific economic indicators to focus on?*

**C. Social Factors:**

* Consumer trends/tastes
* Fashion influences
* Consumer buying habits
* Lifestyle factors
* Career attitudes
* Work-life balance
* Population demographics

*Any specific societal trends or demographic groups to consider?*

**D. Technological Factors:**

* Innovation trends
* Disruptive technologies
* Social networking influence
* Technological upgrades
* Robotics and automation
* Artificial Intelligence applications
* Cybersecurity concerns

*Key technologies relevant to your business?*

**E. Legal Factors:**

* Employment law
* Common law implications
* Local labor laws
* Health and safety regulations

*Any specific legal issues or jurisdictions to consider?*

**F. Environmental Factors:**

* Environmental restrictions by government
* Sustainable resources
* ESG (Environmental, Social, Governance) compliance
* Ethical sourcing
* Transportation policies
* Procurement practices
* Supply chain management
* Future pandemic preparedness

*Any specific sustainability or environmental focus?*

**3. Additional Information**

* **Any specific questions or focus areas for the analysis?**
* **Attachments (Optional):** *(Upload documents related to the business, if necessary)*