

FOUNDATIONS OF
**DESIGN &
ENTREPRENEURSHIP**

PESTLE
ANALYSIS



What is a PESTLE Analysis?

A PESTLE analysis **studies the key external factors that can influence an organisation and or an idea.** This helps you understand the big picture forces of change that you're idea opportunity may be exposed to, and, from this, **take advantage of the opportunities** that they present, as well as guide professional teams, managers and entrepreneurs in **strategic decision-making.**





PESTLE Analysis

Politics

Economy

Social

Technology

Legal

Environment

- Trading policies: AGOA, EU, ECOWAS, AU
- Government changes
- Shareholder and their demands
- Funding & Investor Demands
- Governmental leadership
- International Agreements: SDGs, UNCOMPACT
- Lobby Groups & Foreign pressures
- Foreign ownership & Licensing
- Conflicts in the political arena
- Laws and Regulation on your industry and firms

PESTLE Analysis

Politics

Economy

Social

Technology

Legal

Environment

- Trade Tariffs
- Inflation Rate
- Foreign Economic Trends
- General Taxation Issues
- Taxation Changes Specific to Product/services
- Disposable Income
- Unemployment Level
- Foreign Exchange Rate
- Interest Rates
- Local Economic Situation and trends

PESTLE Analysis

Politics

Economy

Social

Technology

Legal

Environment

- Ethnic/religious factors
- Advertising scenarios
- Ethical issues
- Consumer buying patterns
- Buying access
- Major world events
- Shifts in population
- History
- Consumer Buying Trends
- Health
- Consumer opinions and attitudes
- Views of the media
- Law changes affecting social factors
- Change in Lifestyle
- Brand preferences
- Work attitude
- Social Trends
- Education
- Consumer preferences

PESTLE Analysis

Politics

Economy

Social

Technology

Legal

Environment

- Technological development
- Research and development
- Trends in global technological advancements: Drones
- Associated Technologies
- Legislations in technological Trends
- Ease of entry into technological field

- Intellectual Property & IP Laws
- Nature of technology
- Information Technology
- Communication
- Patents & Licensing

PESTLE Analysis

Politics

Economy

Social

Technology

Legal

Environment

- Employment law
- Consumer protection
- Industry-specific regulations
- Competitive regulations
- Compliance Laws
- Trademark Infringement
- Current legislation home market
- Future legislation
- Regulatory bodies and their processes
- Environmental regulations

PESTLE Analysis

Politics

Economy

Social

Technology

Legal



Environment

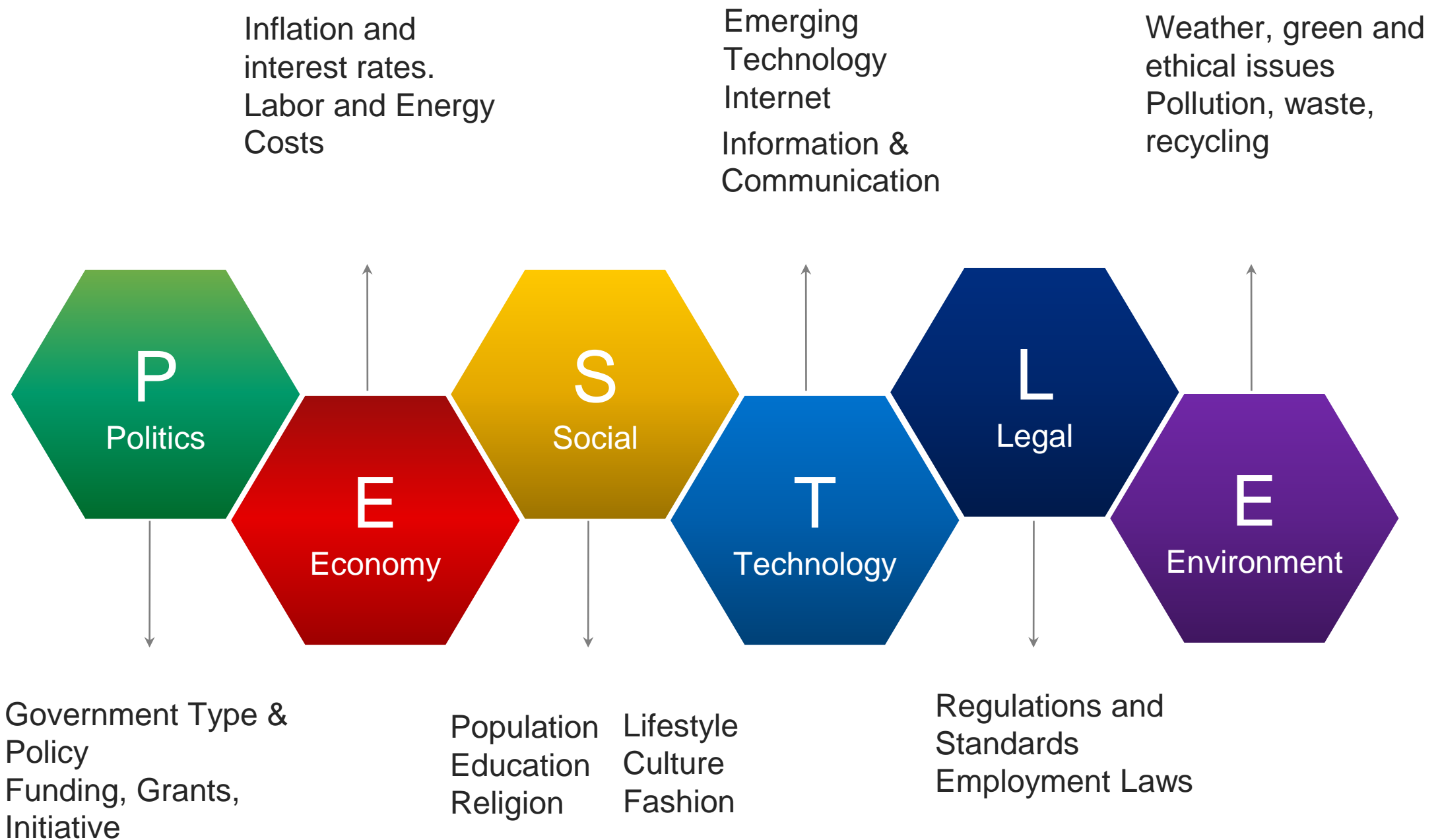
- Environmental issues: International & National
- Stakeholder/ investor values & Staff attitudes
- Management style and values
- Environmental regulations
- Customer values on environment
- Market value of the industry & company
- Pollution and Energy consumption
- Future availability of Natural Resources
- Recycling & Re-use
- Climate change & water effects
- Carbon dioxide emission



Situation Analysis – External

PEST Analysis

	 UK	 Taiwan
Political/Legal	Stable Political Environment with Strict Law Private enterprise encouraged	Stable Political Environment with Less Strict Law Foreign investment is welcomed
Socio-Cultural Environment	Western Life-style Have a tradition of eating cereals as breakfast	Eastern Life-style No such tradition, thus need to be persuaded by mass marketing campaign
Economic	Economy is growing, but facing a downturn	Economy is growing, with a good future outlook
Technological	Good infrastructure and well established channels of distributions	Good infrastructure and well established channels of distributions



PESTEL Analysis Template

Politics	Economy	Social	Technology	Environment	Legal
The current and potential influences from political pressures	The local, national and work economy impact	The effects of changes in society	The effects of new and emerging technology	The effect local, national and world environmental issues .	The effect of national and world legislation