

Activity 2: Putting PESTLE into practice

Element 1 Session R1.2

Name:

Scenario					
You have recently opened a web development company located in Manchester. You currently offer a simple web based solution which allows clients to create an online presence. Although business is sufficient, and you have a steady flow of clients, you are looking to expand the business and are open to any viable idea. Consider factors that can influence a business, identify any opportunities or risks that may support the business growth.					
P	E	S	T	L	E
Political	Economic	Social	Technological	Legal	Environmental

Home study

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Using the PESTLE table above and the previous scenario, identify at least one **opportunity** and one **risk** for each of the six factors. Highlight these on the sheet.

Extension

All risks can be rated in severity order. A risk that is likely to happen is a high risk, a risk that might happen is a moderate risk and a risk that is unlikely to happen is a low risk:

- Customers not paying for services is an example of a high risk.
- A company starting up selling the same products at a cheaper price is an example of a moderate risk.
- The internet no longer becoming a viable sales platform is an example of a low risk.

Categorise the risks you have identified and mark them as low/moderate/high on the sheet, as this allows you to identify how much effort you should focus on when finding a resolution.