**PESTLE/PESTEL ANALYSIS**

(Political, Economic, Sociological, Technological, Legal and Environmental).

Overview:

An external analysis when conducting a strategic study or research that gives an overview of the different macro-environment factors that project must take into consideration.

**P:** Tax policy, labor law, environmental law, trade restrictions, tariffs, political stability. Political forces, human rights etc.

**E:** Growth, interest rates, inflation etc. International Exchange rates – costs of goods & services.

S: Population, growth rate, age distribution, education levels, work attitudes, crime levels, safety policies.

T: Internet communications, education, tech support, rate of change

E: Ecological, climate change, farming, ecotourism.

L: Legalizations, industry regulations, permits, contractual laws, employment and consumer protection laws, discrimination. Health and safety laws.

**VUCA Analysis:**

Volatility, uncertainty, complexity, ambiguity

A popular term to cover the various dimensions of evaluating an uncontrollable project environment.

**SWOT ANALYSIS**

**Strengths, Weaknesses, Opportunities and threats.**