

The PESTLE tool examines the external political, economic, social, technological legal and environment factors that can impact a business, analysis against the business can help form future strategy.

Here are two sections of PESTLE illustrated through application.

Technological

One of the most significant trends we will have to consider is in logistics technology and the trending, growing use of automation. Automated systems including robots can now carry out many of the routine tasks in logistics, such as sorting, packing, and transportation of goods. This not only saves resources but also lessens the risk of errors and omissions whilst improving safety in the workplace. For example, automated aids such as forklift trucks and food conveyor belts can move goods and products quickly and more efficiently than human employees, while drones and autonomous vehicles can deliver goods with speed and accuracy.

Another growing and popular trend in logistics technology is the use of large data and analytics. With the help of GPS sensors and other tracking devices, logistic dependent organisations like Castell Howell can collect large amounts of useful data on areas such as routes to delivery times. This data can be analysed and utilised to provide optimum logistics operations, identify shortcomings, and assist in making more informed decisions about management, route planning, and scheduling of departures and arrivals. For example, analyses of this data can assist us in predicting demand for certain products and where and adjust our supply chain plus reducing waste and improving stakeholder satisfaction. We currently use a level of telematics, but we need to develop a 5-year strategy for keeping abreast of current evolving trends and improvements.

Cloud and the Internet of Things (IoT) are also changing the face of logistics. Cloud-based systems allow logistic functions to manage their operations from any base, whilst IoT devices such as sensors and tags can track in present time and produce updates on goods and product volumes and dispatch currency. This improves efficiency and permits logistic functions to provide better stakeholder provision by keeping customers informed about the whereabouts and schedule of their requirement.

As a company we will also need to consider emerging technology such as artificial intelligence. For example, an AI-run chatbot could provide instant customer service connected with their order and delivery and current logistical location. AI generated courses with pre-set scripts could enable mandatory training courses for logistical employees to be accessed in house with ease and reviewed for currency.

Reference List :Armstrong, M and Taylor, S (2014) Armstrong's handbook of human resource management practice. Boxall ,P and Purcell, J (2015) Strategy and Human Resource Management. CIPD. (2020). PESTLE analysis. *CIPD Factsheet*. North, M. J. (2007). *Managing Business Complexity*. London: Oxford University Press.

PESTLE ANALYSIS

Environment

We know that taking action to reduce our emissions means firstly understanding and measuring our emissions. The world's most widely-used greenhouse gas accounting standard, the Greenhouse Gas Protocol is one that we will use. This protocol uses three scopes (or types) to categorise the different emissions a company creates in its operations and across its wider value chain, including suppliers and customers.

We know that Scopes 1 and 2 are those emissions owned or controlled by us, whereas Scope 3 emissions are a consequence of our activities but occur from sources not owned or controlled by us.

Scope 1 covers emissions from sources we own or control directly – for example, from burning fuel in a fleet of petrol or diesel vehicles. Scope 2 are emissions we cause indirectly when the energy we purchase and use is produced. While Scope 3 encompasses emissions that are not created by us and are not the result of activities from assets owned or controlled by us; rather, by those that we are indirectly responsible for, up and down our value chain. An example is buying, using and disposing of products from suppliers. Our first step will be to look at the various process steps we use in our business. We already have those mapped out in a flowchart for food safety management purposes. This details all the processes associated with our company - from when the primary goods arrive with us until all is dispatched and delivered. We can pinpoint the processes that significantly impact the environment by reviewing those steps. Closely examining these steps enabled us to consider what impacts we could capture within Scopes 1, 2 and 3.

Fortunately, much of the data is readily discoverable because we're a largely self-reliant company. We manage our fleet of vehicles, for example. Due to our production planning and forecasting, we have a wealth of data available on the units we manufacture. In addition, because we work to various food safety accreditation standards, we have all the details on packaging specifications, which will us identify recyclable content. Our next step will be to undertake a full audit of the areas we've captured within the three scopes and to look at where we can make further reductions. We also want to closely monitor technological changes, particularly in electric vehicle capability. Our business relies heavily on logistical transport, so as soon as technology allows, we will take advantage of that. We will also continue to raise awareness of sustainability within the workforce and assist our team in changing their working methods and patterns to help us achieve our common goal.