

Situation analysis: 5C Climate

PESTLE	Analysis
Political	Changes on the political situation through government implementation, policies, and others (Paley, 2021). Advancement on the political situation through diverse facilities and evaluation practices can allow to manage and perform in the right direction.
Economic	Taxation, recession, inflation, economic barriers, and others. Changes on economic situation automatically impacts on the regular activities and employee performance.
Social	Norms, values, social guidelines, and practices. Social guidelines are requiring following by Sesilia Hotel to manage marketing communication practices that can allow to manage further advancement (Park, 2020).
Technological	Advancement on the technology through implementation and other practices. Improvement on the technology and regular evaluation process can make sure further management activities.
Legal	Legal guidelines and changes as per government guidelines or strategies are followed. Legal consideration and managing activities are highly essential to secure business activities.
Environment	Environmental sustainability, pollution management, health and safety, and customer safety are focused (McDonald, 2009). Environmental guidelines and managing activities are the part of business communication practices for Sesilia Hotel.