

SWOT/PESTLE

SWOT

Strengths	Weaknesses
Opportunities	Threats

SWOT questions to ask

- What product/s are we selling?
- What is the process we have in place to sell the product?
- Who are the customers, who are the people interested in our product?
- What ways can we deliver the product to the customers?
- What are the finances needed to create and sell this product?
- Who will oversee all the stages from having an idea, to having enough finance to complete the task?

SWOT

<https://www.cii.co.uk/media/6158020/a-useful-guide-to-swot-analysis.pdf>

https://academicjournals.org/article/article1380639652_Ommani.pdf

<https://www.youtube.com/watch?v=1mK5c1eCQJEXA>

starbucks

https://www.youtube.com/watch?v=I_6AVRGLXGA

PESTLE

Which factors will have an impact on the growth of the business?



The 6 Variables of PESTLE Analysis

POLITICS

- Government type and policy
- Funding, grants and initiatives

ECONOMY

- Inflation and interest rates
- Labour and energy costs

SOCIAL

- Population, education, media
- Lifestyle, fashion, culture

TECHNOLOGY

- Emerging technologies, Web
- Information & communication

LEGAL

- Regulations and standards
- Employment law

ENVIRONMENT

- Weather, green & ethical issues
- Pollution , waste, recycling

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Political Factors

Political Certainty

Government Tax Policy

Monetary policy

Employment Regulations

Environmental Specifications

International trade restrictions and tariffs

Economic Factors

Economic development

Rates of interest

Forex rates

Inflation rate

Sociological

Wellbeing mind-set

Population rate of growth

Age distribution

Professional career thought patterns

Importance on safety measures

Technological factors

Rate of technological change

Technology incentives

Research and development

Legal factors

Consumer laws

Employment laws

Health and safety regulations

Environmental factors

Weather conditions

Geographical location

Global change in climate

<https://www.youtube.com/watch?v=bYn4CyL3r5w>

Pestle