

2021

PESTLE Analysis Cheat Sheet

P	E	S	T	L	E
Political	Economical	Social	Technological	Legal	Environmental
Explore: • Government stability • Financial stimulus commitment • Pandemic strategic plan • Health service readiness • Pandemic policy factors • Current taxation policy • Future taxation policy • The current and future political support • Grants, funding and initiatives • Trade bodies • Effect of wars or worsening relations with particular countries • Election campaigns • Issues featuring in political agendas	Explore: • National debt levels • Recovery struggle for impacted industry • Strength of consumer spending • Current and future levels of government spending • Ease of access to loans • Current and future level of interest rates, inflation and unemployment • Specific taxation policies and trends • Exchange rates • Overall economic situation • Real estate exodus • Inner city business decline • Supply volatility	Explore: • Pandemic lifestyle trends • demographics • consumer attitudes and opinions • media views • law changes affecting social factors • brand, company, technology image • consumer buying patterns • fashion and role models • major events and influence • Inner city pandemic trends • ethnic/religious factors • ethical issues • Digital relationships	Explore: • Relationship with pandemic • Sector technology demand • Relevant current and future technology innovations • The level of research funding • The ways in which consumers make purchases • Intellectual property rights and copyright infringements • Global communication technological advances • Internet connectivity utility	Explore: • Legislation in areas such as employment, competition and health & safety • Environmental legislation • Future legislation changes • Changes in European law • Trading policies • Regulatory bodies • Pandemic legislation • Working environment • Pandemic legal sensitivities	Explore: • Relationship with global warming • Relationship with recycling and global fight against waste • Relationship with global fight against plastic usage • The level of pollution created by the product or service • Attitudes to the environment from the government, media and consumers • Relationship with renewable energy • Relationship with deforestation