

**A Level  
Business Studies**

**PESTLE Analysis**

**A Level Taster Lesson**

**Support Pack**



**Name.....**

## PESTLE Analysis

Collecting information is a key part of the problem solving process. There are many techniques that can be used to help identify what information to collect. One of these techniques is called PESTLE analysis.

PESTLE is an acronym, and PESTLE analysis is a technique used to understand the impact of outside factors on a location, business or organisation.

It allows an individual or organisation to understand the 'big picture' of the environment they are situated in.

Political	<ul style="list-style-type: none"><li>- Current taxation policy</li><li>- Future taxation policy</li><li>- The current and future political support</li><li>- Grants, funding and initiatives</li><li>- Trade bodies</li><li>- Effect of wars or worsening relations with particular countries</li></ul>
Economic	<ul style="list-style-type: none"><li>- Overall economic situation</li><li>- Strength of consumer spending</li><li>- Current and future levels of government spending</li><li>- Ease of access to loans</li><li>- Current and future level of interest rates, inflation and unemployment</li><li>- Specific taxation policies and trends</li><li>- Exchange rates</li></ul>
Sociological	<ul style="list-style-type: none"><li>- Demographics</li><li>- Lifestyle patterns and changes</li><li>- Attitudes towards issues such as education, corporate responsibility and the environment</li><li>- Social mobility</li><li>- Media views and perceptions</li><li>- Ethnic and religious differences</li></ul>
Technological	<ul style="list-style-type: none"><li>- Relevant current and future technology innovations</li><li>- The level of research funding</li><li>- The ways in which consumers make purchases</li><li>- Intellectual property rights and copyright infringements</li><li>- Global communication technological advances</li></ul>
Legal	<ul style="list-style-type: none"><li>- Legislation in areas such as employment, competition and health &amp; safety</li><li>- Future legislation changes</li><li>- Changes in European law</li><li>- Trading policies</li><li>- Regulatory bodies</li></ul>
Environmental	<ul style="list-style-type: none"><li>- The level of pollution created by the product or service</li><li>- Recycling considerations</li><li>- Attitudes to the environment from the government, media and consumers</li><li>- Current and future environmental legislative changes</li></ul>