

Name.....

A Level Business Studies

Taster Lesson – Understanding the external environment

Starter

What external factors are outside a business' control?

- 1
- 2
- 3
- 4
- 5
- 6

Activity 1 – PESTLE

What does PESTLE stand for?

Why do businesses find it useful?

Activity 2

List the external influences that have impacted Cineworld's decision making.

Political	Economical	Social	Technological	Legal	Environmental

Extension Task

Activity 3

Explain two external factors that may impact a business of your choice

Business Name

External factor 1

External factor 2
