PESTEL ANALYSIS

The PESTEL analysis helps to study how the changes in society and environment affect the business operations. It comes from the words Political, Economical, Social, Technological, Environmental and Legal. Each of them sets preconditions. However, a company can get great competitive advantages after recognizing them.

POLITICAL

Which administrative factors affect economy, running the business, taxation or restrictions?

ECONOMIC

Which factors / changes affect the organizations' performance, productivity and development (such as inflation, taxation or consumers' funds)?

SOCIAL

How do beliefs and attitudes affect society and markets (for example, careers, purchase behaviour or knowledge on wellbeing)?







ENVIRONMENTAL



How do environmental factors / climate change affect business

operations, supply of raw materials or carbon footprint?



How do changes in legislation affect, e.g., working time, consumer protection or equality?

TECHNOLOGICAL

How do technological development and innovations affect the industry?







