PESTLE CANVAS

Designed for:

Date:

Version:

POLITICAL

Any factors in the political environment either in the home country or international arena. Examples of these could be government initiatives or changes of policy which affect the organisation.

ECONOMIC

Any factors in the financial arena. These could include economic downturns, availability of bank loans.

SOCIAL

Factors which affect the social aspects related to the customers of the organisation including social trends, the change in demographics of our customers and any other socio-cultural factors.

TECHNOLOGICAL

Factors which affect the social aspects related to the customers of the organisation including social trends, the change in demographics of our customers and any other socio-cultural factors.

LEGAL

Legal issues often begin with examining any legislative issues in the home country and expanded to other countries depending on the business' international offerings. Legal issues may include distance selling laws, data protection, health and safety etc.

ENVIRONMENTAL

Environmental factors look at the world around the organisation and any factors which may have an impact on the environment. Examples include the use of plastic bags for goods, using vehicles for transporting goods and the pollution impact of these.

Ver. 1.0