

PESTLE template

	External factors to consider	Factors affected within my industry	Importance to organisation
Political	Government policy Political stability Tax Industry regulations Global trade agreements and or restrictions		
Economic	Exchange rates Globalisation Economic growth/ decline Inflation Interest rates Cost of living Labour costs Consumer spending habits		
Social	Consumer trends/ tastes, Fashions Consumer buying habits Lifestyle factors Career attitudes Work-life balance Population demographics		

	External factors to consider	Factors affected within my industry	Importance to organisation
Technology	Automation Innovation Disruptive technologies Social networking Upgrades Robotics Artificial Intelligence Security		
Legal	Employment law Common law Local labour law Health and safety regulations		
Environmental	Environmental restrictions imposed by in-country governments Sustainable resources CSR (Corporate social responsibility) Ethical sourcing Transportation Procurement Supply chain management Future pandemics		