

PESTLE Analysis Matrix

	OPPORTUNITIES	THREATS
POLITICAL FACTORS		
Government stability		
Tax regulations		
Trade restrictions		
Dominant political ideology		
Bureaucracy issues		
Fiscal policy		
ECONOMIC FACTORS		
Inflation		
Taxes & duties		
Exchange rates		
Finance credit		
Cost of living		
GDP		
SOCIAL FACTORS		
Social mobility		
Education		
Ethics & Religion		
Historic issues		
Demographics		
Attitude & Beliefs		
TECHNOLOGICAL FACTORS		
Rate of change		
Research & Development		
Production efficiency		
Quality		
Pricing		
Intellectual property		
LEGAL FACTORS		
Taxation		
Employment		
Advertising		
Health & Safety		
Compliance		
Regulatory bodies		
ENVIRONMENTAL FACTORS		
Infrastructure		
Energy availability & cost		
Disposal of materials		
legislation		
Cynical weather		
Ecological consequences		