ELM
COMMUNICATIONS

PESTLE
ANALYSIS
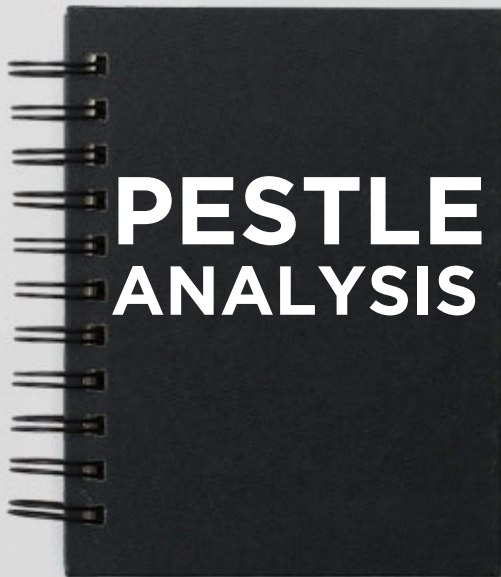
PESTLE Analysis

Not all of the questions will be applicable to your organisation or current project, but it will give you a starting point for your analysis. Remember not everything should be negative you should consider what opportunities exist in the environment as well.

	Questions	Opportunities	Threats
Political These factors determine the extent to which a government may influence the economy or a certain industry. Political factors include tax policies, Fiscal policy, trade tariffs etc. that a government may levy around the fiscal year and it may affect the business environment.	What is the political situation of the country and how might it affect the industry/organisation?		
	Is there an election or possible change of government that may change policy parameters?		
	What is the current perception of the government to the organisation?		
	Is there a senate enquiry or senate estimates during the implementation?		
	Are there certain politicians that could support or hinder this project?		
Economic These factors are determinants of an economy's performance and the impacts on company or audience. Economic factors include inflation rate, interest rates, foreign exchange rates, economic growth patterns.	What are the prevalent economic factors that could impact the project?		
	Are economic factors impacting the audience?		
	What is the current financial position of the organisation? Are there constraints that will impact the project?		
	Are there any potential announcements in an upcoming budget that may impact the organisation?		

Social These factors scrutinize the social environment of the market, and gauge determinants like cultural trends, demographics, population analytics etc	Are there cultural factors that need to be considered?		
	What is the current public perception?		
	What is the current public perception?		
	What is the current media environment?		
	Are there major social /lifestyle changes that should be considered?		
Technological These factors pertain to innovations in technology that may affect the operations of the industry and the market favorably or unfavorably.	What technological innovations are likely affect the organisation or audience?		
	What current technological trends need to be considered?		
	What is the audiences appetite for technology?		
	Is there a lack of technology available that may impact the project?		
Legal These factors have both external and internal sides. There are certain laws that affect the business environment in a certain country while there are certain policies that companies maintain for themselves.	Are there any current legislations that regulate the industry?		
	Are there any major legislative changes on the horizon?		
	Are there any regulatory bodies that need to be considered?		
	What internal policies need to be considered?		
	Is there policy changes on the horizon?		

Environmental These factors include all those that influence or are determined by the surrounding environment. Factors of may include but are not limited to climate, weather, geographical location, global changes in climate, environmental offsets etc.	What are the environmental concerns for the industry?		
	What environmental factors need to be considered – location, distance to travel etc?		
	What impact could this have on the environment?		
	Could this project be perceived to have a negative impact on the environment?		
	Are there environmental groups that need to be considered?		

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