

# PESTLE Analysis

PESTLE Analysis	Your notes	Potential impact	Implications and importance			
Make sure that the information you provide is relative to 'your own business' and not the market you are in!	Place information about your business and how these PESTLE factors may effect your organisation during your analysis.	H – High M – Medium L – Low U - Undetermined	<b>Time frame:</b> 0-6mth 6-12mth 12-24mth 24mth+	<b>Type:</b> Positive + Negative -	<b>Impact:</b> Increasing > Decreasing< Unchanged=	<b>Relative importance:</b> Critical Important Unimportant
<b>Political</b>						
<b>Economic</b>						
<b>Sociological</b>						
<b>Technological</b>						
<b>Legal</b>						
<b>Environmental</b>						