PESTLE ANALYSIS

PESTEL ANALYSIS TEMPLATE

For companies, industries or countries.

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P	**Political**	Political factors are government, trade and tax policies, general political issues, changes in leadership, regulation, and political trends.
E	**Economic**	Economic factors may include inflation, interest rates, exchange rates, economic growth and unemployment levels.
S	**Social**	Social factors are cultural trends and patterns in society. They may include lifestyle trends, age distribution, and consumer behavior.
T	**Technological**	Technological factors may include technological advancements and developments, innovation and scientific breakthroughs.
E	**Environmental**	Environmental factors may include climate change, environmental regulations, waste management policies and consumer environmental awareness.
L	**Legal**	Legal factors may include labor and consumer laws, market and import/export regulations, health and safety policies and guidelines