

PESTEL – Modèle N°1

Politique (P)	<ul style="list-style-type: none">• ...• ...• ...• ...
Économique (E)	<ul style="list-style-type: none">• ...• ...• ...• ...
Social (S)	<ul style="list-style-type: none">• ...• ...• ...• ...
Technologique (T)	<ul style="list-style-type: none">• ...• ...• ...• ...
Écologique (E)	<ul style="list-style-type: none">• ...• ...• ...• ...
Légal (L)	<ul style="list-style-type: none">• ...• ...• ...• ...

PESTEL – Modèle N°2

	Opportunités	Menaces
Politique (P)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...
Économique (E)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...
Social (S)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...
Technologique (T)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...
Écologique (E)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...
Légal (L)	<ul style="list-style-type: none">• ...• ...• ...• ...	<ul style="list-style-type: none">• ...• ...• ...• ...

PESTEL – Modèle N°3

PESTEL – Analyse Macro-Économique

5 forces de Porter – Analyse Méso-Économique

	Opportunités	Menaces		
Politique (P)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Menace de nouveaux entrants	<ul style="list-style-type: none"> • ... • ... • ...
Économique (E)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Pouvoir de négociation des clients	<ul style="list-style-type: none"> • ... • ... • ...
Social (S)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Menace de produits de substitution	<ul style="list-style-type: none"> • ... • ... • ...
Technologique (T)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Pouvoir de négociation des fournisseurs	<ul style="list-style-type: none"> • ... • ... • ...
Écologique (E)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Degré de rivalité avec les concurrents	<ul style="list-style-type: none"> • ... • ... • ...
Légal (L)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 		