

#1 PESTLE Model

Political (P)	<ul style="list-style-type: none">• ...• ...• ...• ...
Economic (E)	<ul style="list-style-type: none">• ...• ...• ...• ...
Social (S)	<ul style="list-style-type: none">• ...• ...• ...• ...
Technological (T)	<ul style="list-style-type: none">• ...• ...• ...• ...
Legal (L)	<ul style="list-style-type: none">• ...• ...• ...• ...
Ecological (E)	<ul style="list-style-type: none">• ...• ...• ...• ...

#2 PESTLE Model

	Opportunities	Threatens
Political (P)	<ul style="list-style-type: none"> • ... • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... • ...
Economic (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"> • ... • ... • ... • ...
Technological (T)	<ul style="list-style-type: none"> • ... • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... • ...
Legal (L)	<ul style="list-style-type: none"> • ... • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... • ...
Ecological (E)	<ul style="list-style-type: none"> • ... • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... • ...

#3 PESTLE Model

PESTLE – Macroeconomic Analysis

Porter’s 5 forces – Mesoeconomic Analysis

	Opportunities	Threatens		
Political (P)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Potential New Market Entrants	<ul style="list-style-type: none"> • ... • ... • ...
Economic (E)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Customer Strength	<ul style="list-style-type: none"> • ... • ... • ...
Social (S)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Threat of Substitute	<ul style="list-style-type: none"> • ... • ... • ...
Technological (T)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Supplier Strength	<ul style="list-style-type: none"> • ... • ... • ...
Legal (L)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 	Rivalry of Competitors	<ul style="list-style-type: none"> • ... • ... • ...
Ecological (E)	<ul style="list-style-type: none"> • ... • ... • ... 	<ul style="list-style-type: none"> • ... • ... • ... 		