PESTLE EXTERNAL ENVIRONMENT ANALYSIS

Political (stability, bureaucracy, policies, federal, state, local)	**Social** (wealth, education, support, attitudes, life-style)	**Legal** (regulations – social, tax, trade, regional, foreign)
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Economic (strength, outlook, costs, infrastructure, geography, industries, cycles)	**Technical** (infrastructure, current, emerging, trends, adaptation, R&D)	**Environmental** (impacts, legislation drivers, compliance, trends)
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Instructions: For each category identify the key, if any, impacts on the business or on customers that may create threats or opportunities