**WORKSHEET FOR PESTEL ANALYSIS**

1 Select a company that produces and markets sports and leisure clothing and conduct PESTEL analysis using the table below.

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| **POLITICAL** | Government policy  Political stability  Tax  Industry regulations  Global trade agreements and or restrictions | List Political trends/issues here: |
| **ECONOMIC** | Exchange rates  Globalisation  Economic growth/decline  Inflation  Interest rates  Cost of living  Labour costs  Consumer spending habits | List Economic trends/issues here: |
| **SOCIAL** | Consumer trends/tastes  Fashions  Consumer buying habits  Lifestyle factors  Career attitudes  Work-life balance  Population demographics | List Social trends/issues here: |
| **TECHNOLOGY** | Automation  Innovation  Disruptive technologies  Social networking  Upgrades  Robotics  Artificial Intelligence  Security | List Technology trends/issues here: |
| **LEGAL** | Employment law  Common law  Local labour law  Health and safety regulations | List Legal trends/issues here: |
| **ENVIRONMENTAL** | Environmental restrictions imposed by in-country governments  Sustainable resources  CSR (Corporate social responsibility)  Ethical sourcing  Transportation  Procurement  Supply chain management | List Environmental trends/issues here: |