**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 policyPolitical stabilityTaxIndustry regulationsGlobal trade agreements and or restrictions | List Political trends/issues here: |
| **ECONOMIC** | Exchange ratesGlobalisationEconomic growth/declineInflationInterest ratesCost of livingLabour costsConsumer spending habits | List Economic trends/issues here: |
| **SOCIAL** | Consumer trends/tastesFashionsConsumer buying habitsLifestyle factorsCareer attitudesWork-life balancePopulation demographics | List Social trends/issues here: |
| **TECHNOLOGY** | AutomationInnovationDisruptive technologiesSocial networkingUpgradesRoboticsArtificial IntelligenceSecurity | List Technology trends/issues here: |
| **LEGAL** | Employment lawCommon lawLocal labour lawHealth and safety regulations | List Legal trends/issues here: |
| **ENVIRONMENTAL**  | Environmental restrictions imposed by in-country governmentsSustainable resourcesCSR (Corporate social responsibility)Ethical sourcingTransportationProcurementSupply chain management | List Environmental trends/issues here: |