

PESTLE ANALYSIS TEMPLATE

P	E	S	T	L	E
POLITICAL	ECONOMIC	SOCIAL	TECHNOLOGICAL	LEGAL	ENVIRONMENTAL
<ul style="list-style-type: none">* Government Policy* Political Stability* Corruption* Foreign Trade Policy* Tax Policy* Labor Law* Trade Restriction	<ul style="list-style-type: none">* Economic Growth* Exchange Rates* Interest Rates* Inflation Rates* Disposable Income* Unemployment Rates	<ul style="list-style-type: none">* Population Growth Rates* Age Distribution* Career Attitudes* Safety Emphasis* Health Consciousness* Lifestyle Attitudes* Cultural Barriers	<ul style="list-style-type: none">* Technology Incentives* Level of Innovation* Automation* R&D Activity* Technological Change* Technological Awareness	<ul style="list-style-type: none">* Weather* Climate* Environmental Policies* Climate Change* Pressures from NGO's	<ul style="list-style-type: none">* Discrimination Laws* Antitrust Laws* Employment Laws* Consumer Protection Laws* Copyright and Patent Laws* Health and Safety Laws

P

POLITICAL

- * Susceptible to political turbulence - operating in 140+ countries.
- * Increase in healthy eating leading to new legislation.
- * Ensure complying to local country legal laws to avoid hampering operations.

E

ECONOMIC

- * Market expected to grow to a multi-billion industry by 2030.
- * Could face significant exchange rate risk due to wide spread operations.
- * Keep an eye on healthier snack options available at lower costs.

S

SOCIAL

- * Growing acceptance of private labels by consumers.
- * Focus on ending hunger and improving food security & nutrition.

T

TECHNOLOGICAL

- * Mobile apps for sales collaboration.
- * Usage of spend analytics for marketing budget optimization.
- * Correctly expand into alternative channels.

L

LEGAL

- * Strong compliance standards for suppliers.
- * Lawsuits regarding misleading product descriptions and advertisements.
- * Comply with local country laws.
- * Stay vigilant to environmental and food safety laws.

E

ENVIRONMENTAL

- * Accused by Greenpeace over usage of genetically engineered ingredients and deforestation.
- * Focus on sustainability.