PESTEL Analysis – Events external to us, over which we have no control, but which affect us

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| **Political** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** | **Impact on the Business** |
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| **Economic** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** | **Impact on the Business** |
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| **Social/Cultural** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** | **Impact on the Business** |
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| **Technological** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** | **Impact on the Business** |
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| **Environmental** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** |  |
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| **Legislative** | ***+ve***  ***Oppt’y*** | ***-ve***  ***Threat*** | **Impact on the Business** |
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