

PESTLE Analysis

Worksheet Economic Factors

What are the most important economic factors for my business?

In terms of:

- Market?
- Suppliers?
- Job market?
- Current and potential customers?

Please bear in mind that there are mutual dependencies between the individual factors. A change in one area, e.g. in the area of political factors, can lead to new parameters in other areas, e.g. economic factors.

1. List the **external economic factors** for your company.
2. Investigate and document the most important impacts of each factor on your company. Please take both positive and negative impacts into account when doing this.
3. Evaluate the importance of the impacts of each key factor on your company with a scale from 1 to 5 (1 point = insignificant, 5 points = critical).
4. Evaluate the likelihood of the impacts of each key factor occurring in your company with a scale from 1 to 5 (1 point = unrealistic, 5 points = certain).
5. Multiply the score for 'importance' with the score for 'likelihood of occurring' for each factor and enter the result under 'overall evaluation'.

External economic factors	Impact on our company	Importance	Likelihood of the impact occurring	Overall evaluation
Factor 1	Impact 1	Choose one option.	Choose one option.	