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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'.





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



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