

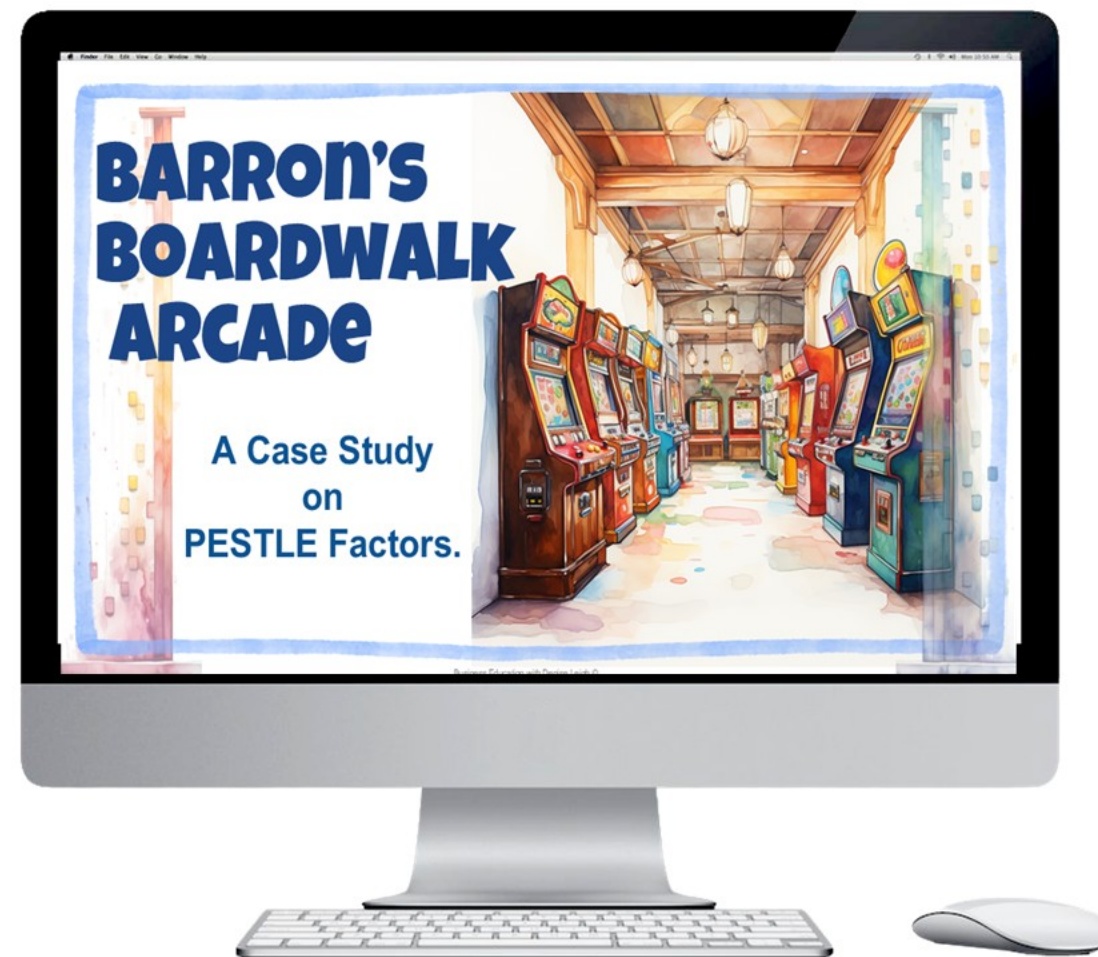
PESTEL Analysis

INTRODUCTION LESSON & CASE STUDY

How do external factors influence businesses?

Editable -
Includes a Critical Thinking Activity

Google Slides that easily convert to Microsoft PowerPoint



NO PREP!
SAVES YOU TIME!

BUSINESS EDUCATION WITH *Denise Leigh*

NO PREP! Ready to Teach!


What's included?

- ✔ 2-Page Google Docs Lesson
- ✔ 11-Slide Google Slides lesson (that easily converts to PowerPoint)
- ✔ Teacher's Keys
- ✔ Interactive Student Response Activities
- ✔ Boardwalk Arcade Business PESTEL Case Study
PESTEL Factor Identification Practice Prompts



Students think like Entrepreneurs!

2-Pages - PESTEL Analysis Introduction



PESTLE Analysis

An expanded version of the **PEST** analysis is the **PESTLE** analysis. There are two additional components from the PEST analysis. [Click here](#) to learn more about the PESTLE analysis and answer the following questions using the information in the resource link.

What are the two additional components?

1	
2	
3	

Explore the section of the resource link that discusses best practices using the PEST and PESTLE analysis. What are three practices that are good applications that are used by an business...

1	
2	
3	

List 6 legal factors that can be evaluated in the PESTLE analysis...

1	
2	
3	
4	
5	
6	

Business Education with Devika Leigh ©

List 5 environmental factors that can be evaluated in the PESTLE analysis...

1	
2	
3	
4	
5	

REFLECTION

Summarize each of the components in the PESTLE analysis below.

P	
S	
T	
L	
E	

Students EXPLORE

Political, **E**conomic, **S**ocial, **T**echnological, **L**egal, and **E**nvironmental Factors

Great for In-Person, Sub Day, or Remote Day

Students learn the PESTEL Factors

PESTEL FACTORS: EXTERNAL BUSINESS ANALYSIS

PREVIEW

POLITICAL
POLITICAL FACTORS
Government policies, political stability, trade regulations, taxation laws, environmental regulations, political ideologies, and government spending that affect businesses.
Trade policy
Tax rates
Political stability

ECONOMIC
ECONOMIC FACTORS
Economic trends, GDP growth rates, inflation, interest rates, exchange rates, unemployment levels, disposable income, and global economic cycles impacting purchasing power.
GDP growth
Interest rates
Inflation

SOCIAL
SOCIAL FACTORS
Demographics (age, population growth), cultural trends, lifestyle changes, consumer attitudes, education levels, social values, and health awareness affecting market demand.
Population growth
Lifestyles
Cultural norms

TECHNOLOGICAL
TECHNOLOGICAL FACTORS
Technological advancements, R&D activity, digitalization, e-commerce, and tech infrastructure influencing industry.
Automatic Innovation
Tech Infrastructure

ENVIRONMENTAL
ENVIRONMENTAL FACTORS
Climate change, natural resources, and environmental regulations affecting business operations and costs.

LEGAL
LEGAL FACTORS
Laws, regulations, and legal frameworks that govern business operations and protect intellectual property.

STAY AHEAD. ANALYZE THE ENVIRONMENT.
Strategic Planning Tool

Quick Reference PESTLE FACTORS

PREVIEW

Political

Social

Environmental

Economics

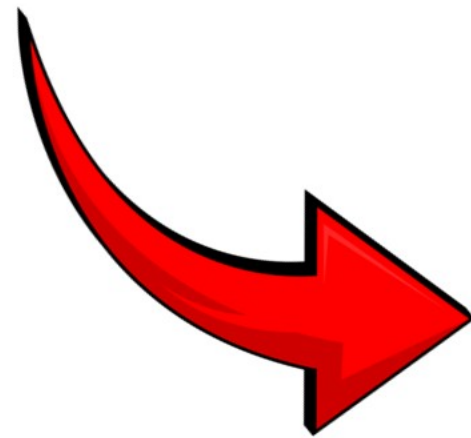
Technological

Legal

Business Education with Denise Leigh ©

Students must identify the PESTEL Factor

Students use critical thinking skills to answer prompts.



Use your critical thinking skills...

Which factor of the PESTLE analysis is represented in each scenario?

#1
The city government launches a summer tourism campaign encouraging families to visit the boardwalk and local attractions like Farrah's arcade.

#2
Teens visiting the beach prefer modern interactive arcade games and social spaces where they can hang out with friends.

#3
A new law requires all food stands, including Farrah's snack bar, to follow updated health inspection rules.

#4
A tropical storm warning during peak vacation season reduces the number of visitors walking along the boardwalk.

Business Education with Denise Leigh ©

Scenario-Based Questions

Gets students to think like Entrepreneurs!

Using a Boardwalk Arcade Business Case Study, Students use critical thinking skills to answer prompts.



Which PESTLE factor will have the **biggest impact** on Farrah's success this season? Why?


Which factor offers the **best opportunity** for growth? Why?

Business Education with Denise Leigh ©

11 Slides included – Arcade Case Study

BARRON'S BOARDWALK ARCADE

A case study on PESTLE Factors.



Farrah Barron took over management of her grandparents' arcade along the beach boardwalk. The arcade has been a source of entertainment and recreation for families for decades. They have roller games for everyone from toddlers to adults, but most of their clientele is tweens and teens. The arcade is air-conditioned and has a concession stand that serves sweet and savory treats. Farrah has a game card deal...for every game, it's...




Farrah wants your help to develop a marketing plan to boost awareness of the arcade so that people can enjoy the many improvements that she plans to make for the upcoming season. She plans to add some new games that teens will love. Add a new menu at the snack bar. Take a look at the components of a marketing plan on the next slide...



Farrah wants to change up the snack bar for the arcade. Right now, they serve only candy and chips. She is interested in buying two pieces of equipment so that she can make hot foods. Keeping the menu of foods limited to only 5 items is important to her.

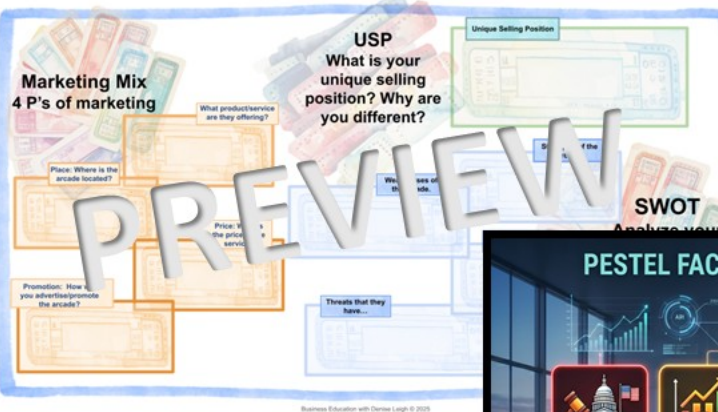
Using what you have learned about PESTLE analysis, answer the following questions...



Marketing Mix 4 P's of marketing

USP: What is your unique selling position? Why are you different?

SWOT: Analyze your strengths, weaknesses, opportunities, and threats.



Quick Reference PESTLE FACTORS

Political, Social, Environmental, Technological, Economic, Legal



PESTLE FACTORS: EXTERNAL BUSINESS ANALYSIS

STAY AHEAD. ANALYZE THE ENVIRONMENT. Strategic Planning Tool




Use your critical thinking skills... Continued...

#5: Farrah decides to promote the arcade on TikTok and Instagram to attract more tweens and teens.

#6: Rising prices for snacks, electricity, and game maintenance make it more expensive for Farrah to run the arcade.

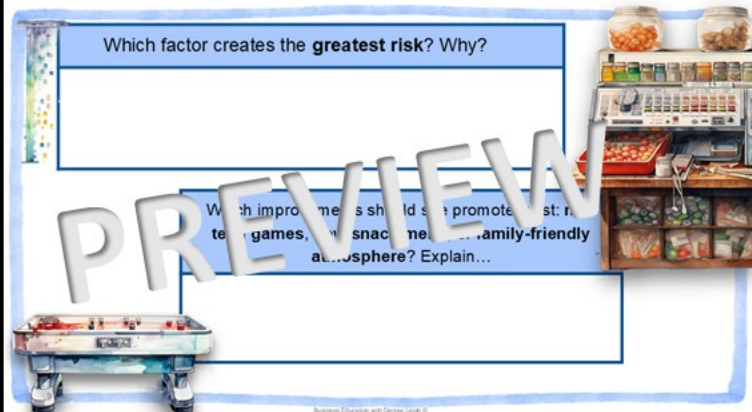
#7: The local government increases parking fees for the boardwalk, making it more difficult for customers to find parking.

#8: Farrah installs new digital arcade games and upgrades the game card system so customers can track points electronically.



Which factor creates the greatest risk? Why?

Which improvements should she promote to attract more tweens and teens? Explain...



Which PESTLE factor will have the biggest impact on Farrah's success this season? Why?

Which factor creates the best opportunity for growth? Why?

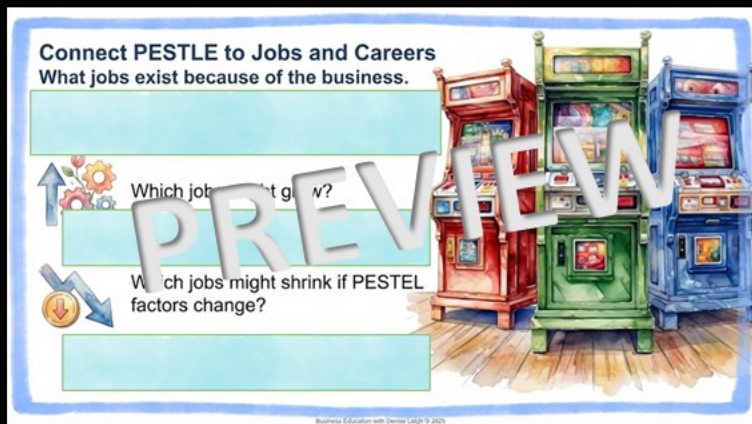


Connect PESTLE to Jobs and Careers

What jobs exist because of the business?

Which jobs might grow if PESTLE factors change?

Which jobs might shrink if PESTLE factors change?



Google Slides that easily converts to PowerPoint

Hi! My name is Denise Leigh. I have been teaching Business Education for over 25 years! I love collaborating with business educators all over the world. I am a 2022 Pennsylvania Teacher of the Year Finalist and relentless lifetime learner and lover of everything education. Engaging students and connecting them to their world is my jam! Thank you for exploring my resources and sharing my passion for BUSINESS EDUCATION!

Denise Leigh is an expert on student-led instruction. She was featured on CBS Pittsburgh for her City Collaborative™ Project-Based Business Education (PBL) Classroom.

