**DYNAMIC BUSINESS ENVIRONMENTS**

**Learning Outcome 2: Activity 3**

**Group Activity**

**External factors and PESTLE**

The class should first agree on a case study organisation that is familiar to everyone either local or global (e.g. Apple, McDonalds, HSBC bank, perhaps).

In groups:

1. Identify the main external factors that apply to all six categories of PESTLE in relation to the chosen organisation.
2. Consider how these external factors will impact an organisation (in particular whether each factor identified is a potential opportunity or threat).