

Creating a Business

Lecture Title: PESTEL Analysis



Lecturer: Angelito Sciberras

Date: 19 October 2024

Undergraduate Diploma in
Business Administration

SWOT Analysis



External Factors

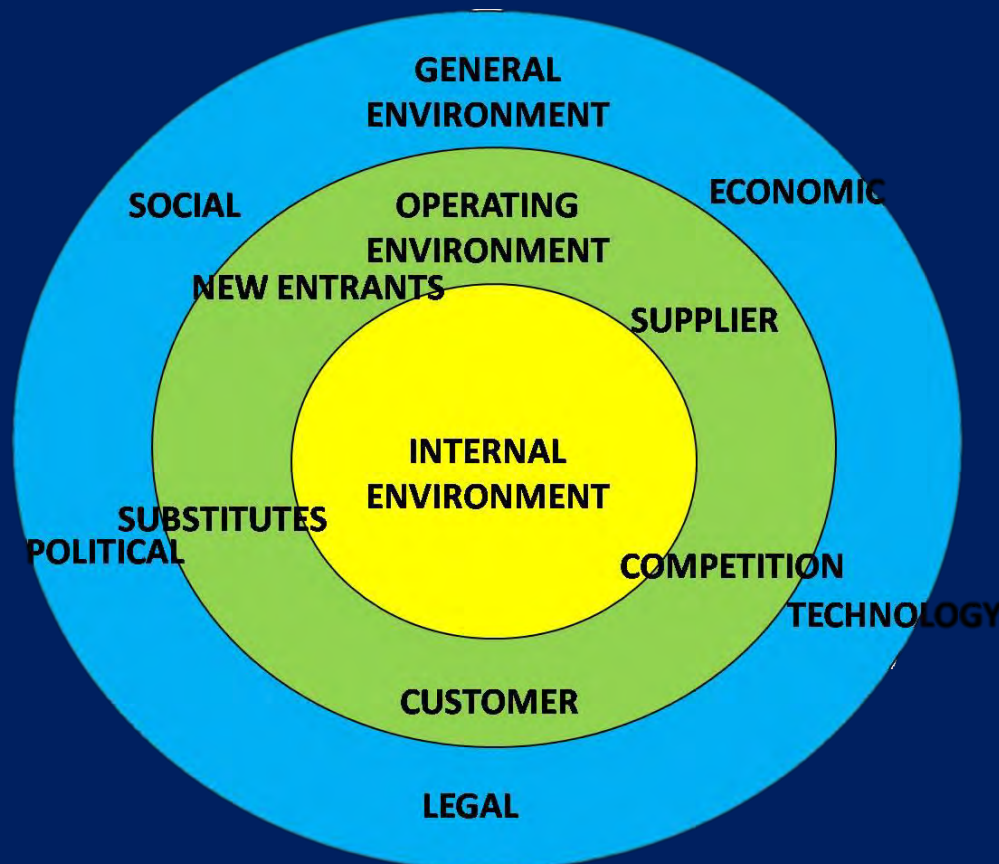
Factors external to an industry, usually beyond a firm's control

- Demographic
- Sociocultural
- Legal/Political
- Technological
- Economic
- Global



External Factors

Factors external to an industry, usually beyond a firm's control



External Factors

Factors external to an industry, usually beyond a firm's control

- **General (Macro) Environment**

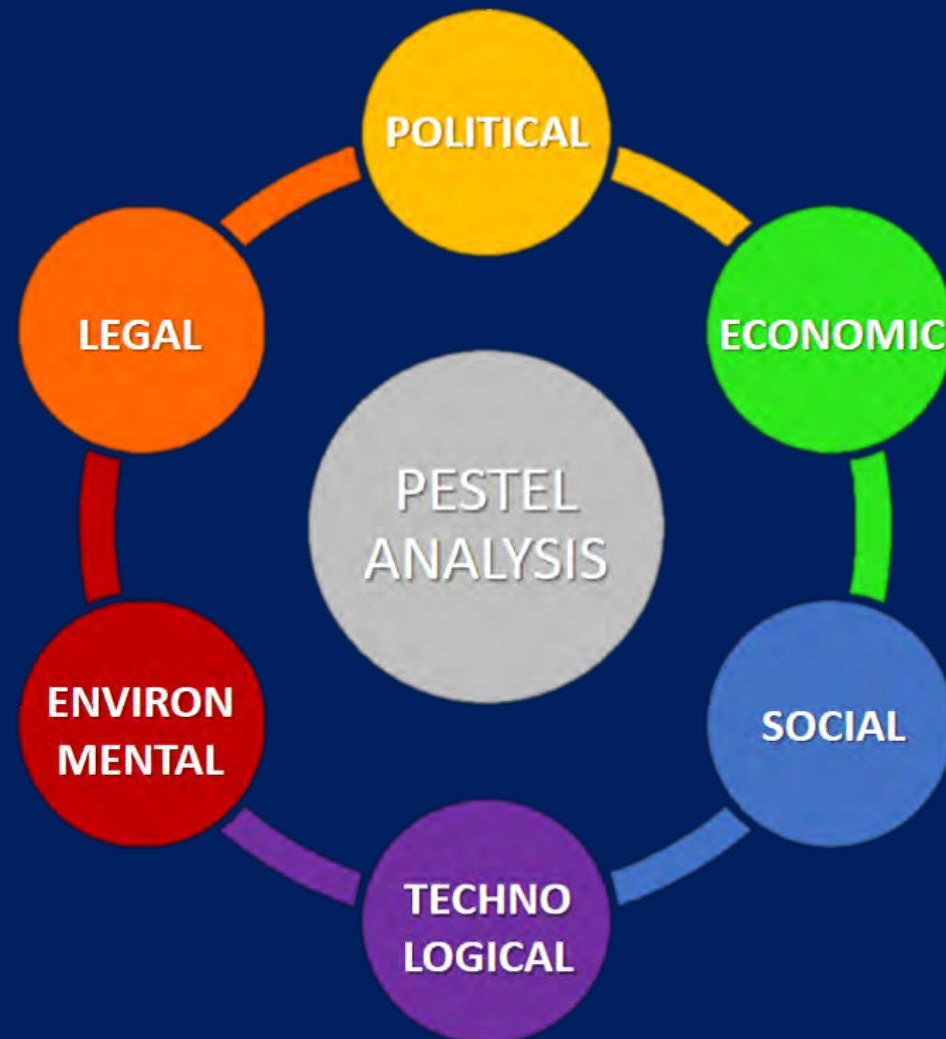
- Political
- Economic
- Social
- Technology
- Environmental
- Legal

- **Operating (Micro) Environment**

- Supplier
- Competition
- Customer
- Substitutes
- New Entrants



Understanding the General Environment



PESTEL Analysis

POLITICAL

- Government Policy
- Political (In)stability
- Corruption
- Foreign Trade Policies
- Tax Policies
- Wage policies
- Education System
- Infrastructre
- Health Sector Regulation

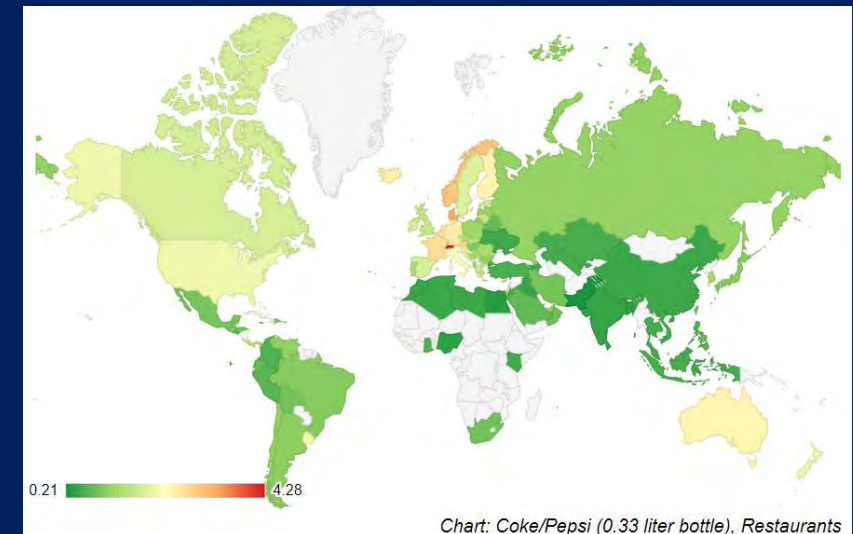


- USA
 - high-fructose corn syrup
- Europe
 - sucrose

PESTEL Analysis

ECONOMIC

- Economic Growth
- Interest Rates
- Unemployment
- Inflation Rates
- Consumers' Disposable Income
- Trends in GDP
- Changes in stock market valuations
- Exchange Rates



PESTEL Analysis

SOCIAL

- Demographic
 - Growth Rate
 - Age Distribution
 - Income Levels
 - Workforce gender distribution
 - Lifestyle
 - Cultural Barriers (if any)
- Cultural



PESTEL Analysis

TECHNOLOGICAL

- Incentives
- Innovation
- Automation
- R&D Activity
- Change
- Awareness
- Wireless
- Penetration



PESTEL Analysis

ENVIRONMENTAL (Ecological)

- Weather
- Climate
- Climate Change



PESTEL Analysis

LEGAL

- Specific Laws
 - Discrimination
 - Privacy
 - Anti Trust
 - Employment
 - Consumer Protection
 - Copyright/Patent
 - Health & Safety



PESTEL Analysis



PESTEL Analysis

Importing 2nd hand EV to Malta



PESTEL Analysis

POLITICAL - Importing 2nd hand EV to Malta

- Government Policy
- Political (In)stability
- Corruption
- Foreign Trade Policies
- Tax Policies
- Wage policies
- Education System
- Infrastructure
- Health Sector Regulation
- Lower electricity costs
- Subsidies for the changeover to cleaner vehicles
- National Strategy for the Introduction of Electromobility
- Population based economy
- Carbon neutral by 2050
- Cut-off date set by Government for the purchase of petrol and diesel cars
- Increase in foreign nationals and third country nationals
- **October 2022 - free public transport for residents**
- **Corruption rating high**

PESTEL Analysis

ECONOMIC - Importing 2nd hand EV to Malta

- Economic Growth
- Interest Rates
- Unemployment
- Inflation Rates
- Consumers' Disposable Income
- Trends in GDP
- Changes in stock market valuations
- Exchange Rates
- Electricity costs less than transport fuels
- Creation of new and green jobs for highly skilled employees and re-training
- **Lack of economies of scale**
- Used car prices hold up in Malta
- Growing Economy
- **High Inflation**
- Fossil fuel cost is high



PESTEL Analysis

SOCIAL - Importing 2nd hand EV to Malta

- Demographic
 - Growth Rate
 - Age Distribution
 - Income Levels
 - Workforce gender distribution
 - Lifestyle
 - Cultural Barriers (if any)
- Cultural
 - Short distances travelled in Malta
 - BEVs cost less to maintain when compared to conventional cars
 - High Vehicle culture
 - Not every household has a garage
 - Number of apartments do not have underground parking facilities
 - Increases of 6.6%, 14.3% and 7.0% were registered in the electric, hybrid/diesel and hybrid/petrol motor vehicles
 - Public transport is not widely used
 - English is widely spoken and is the island's second language



PESTEL Analysis

TECHNOLOGICAL - Importing 2nd hand EV to Malta

- Incentives
- Innovation
- Automation
- R&D Activity
- Change
- Awareness
- Wireless
- Penetration
- Improvements in technology is resulting in reduced time for battery charging
- BEVs charging infrastructure is easy to network
- Introduction of the latest technology
- **High battery costs**
- Internet and social media penetration and usage is very high



PESTEL Analysis

ENVIRONMENTAL (Ecological) - Importing 2nd hand EV to Malta

- Weather
- Climate
- Climate Change
- High innovation and advanced environmental awareness
- Contribution to climate change targets
- Contribution to the reduction of tail-pipe emissions and improvement in air quality
- Reduction of traffic generated noise pollution
- Protests, petitions and social media outrage have thrust the issue of climate change into the spotlight,



PESTEL Analysis

LEGAL - Importing 2nd hand EV to Malta

- Specific Laws
 - Discrimination
 - Privacy
 - Anti Trust
 - Employment
 - Consumer Protection
 - Copyright/Patent
 - Health & Safety
- Very high Vehicle Registration Tax dependant on carbon emissions
- Registration Value (RV) - ability to calculate the tax that would be due if the vehicle were to be registered
- Left hand drive
- **GDPR**



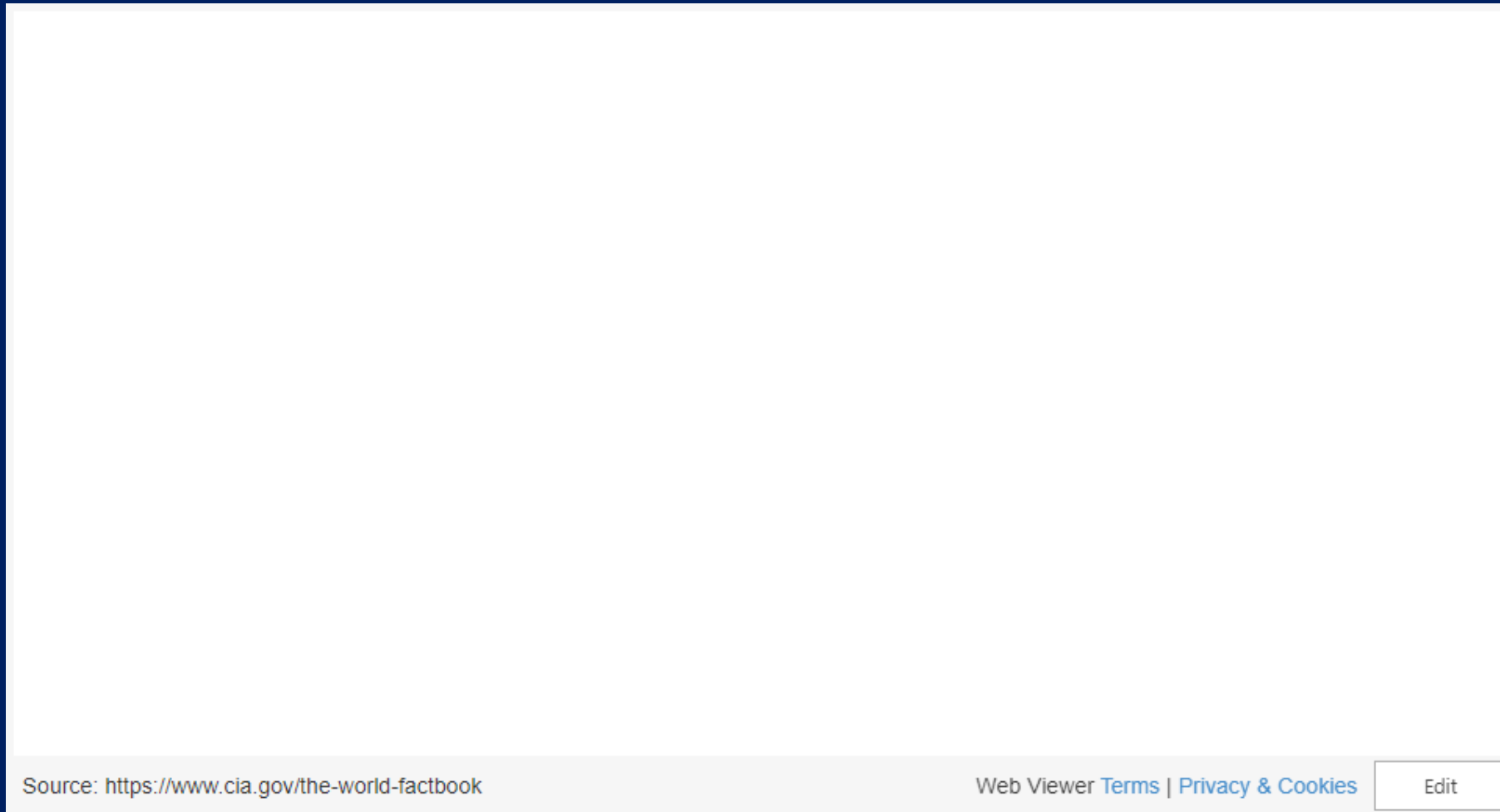
PESTEL Analysis

Finding the Information - data.worldbank.org



PESTEL Analysis

Finding the Information -



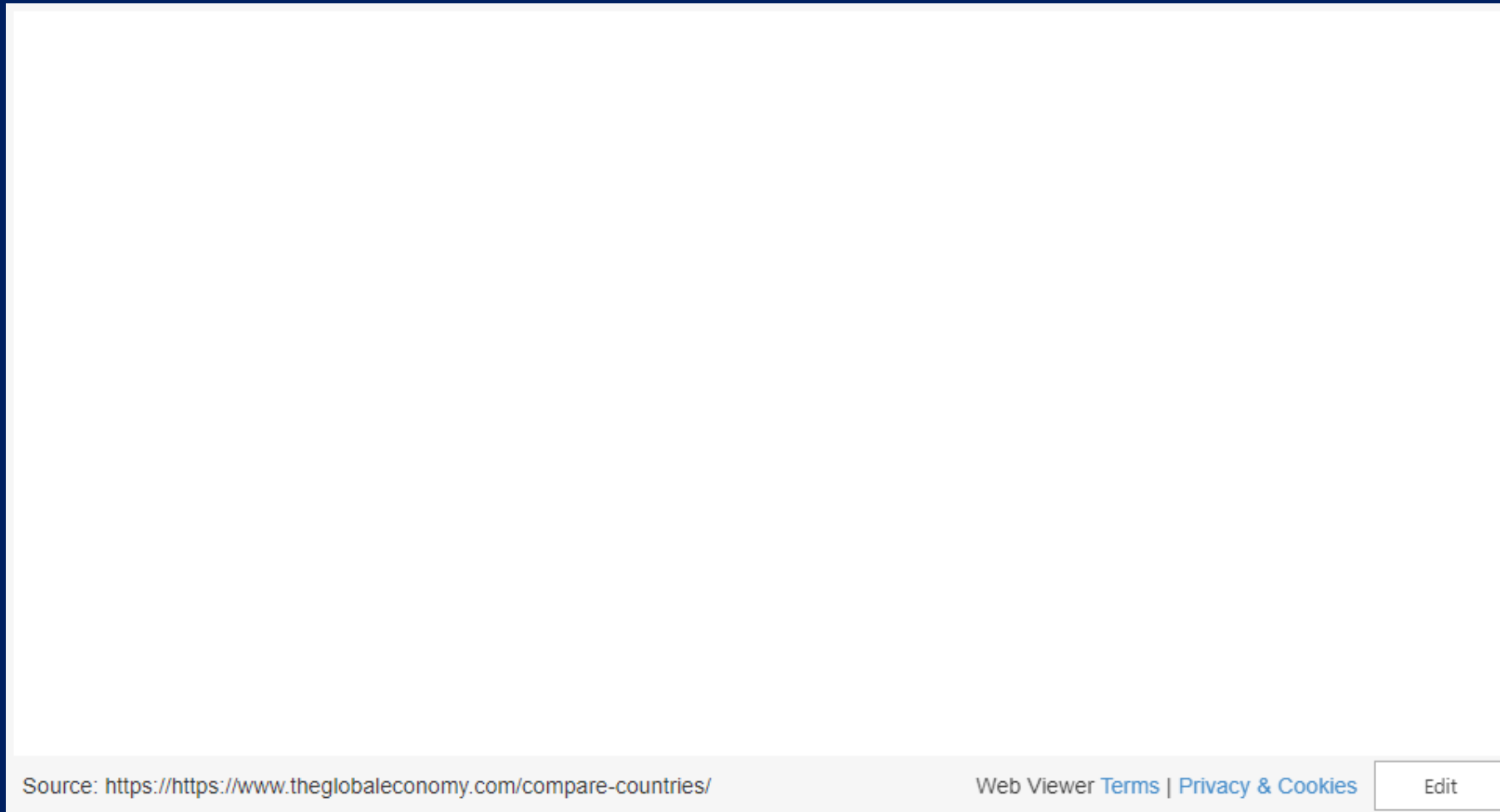
Source: <https://www.cia.gov/the-world-factbook>

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PESTEL Analysis

Finding the Information -



Source: <https://https://www.theglobaleconomy.com/compare-countries/>

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PESTEL Analysis

Finding the Information

<https://data.worldbank.org>

<https://www.cia.gov/the-world-factbook>

<https://tradingeconomics.com>

<https://data.oecd.org>

<https://www.theglobaleconomy.com>

<https://www.google.com>





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15:00



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PESTEL Analysis




Political on your group company



1 5.00

Start Stop Reset mins: 15 secs: 0 type:

None ▾

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

Political on your group company



Economical on your group company



1 5.00

Start Stop Reset mins: 15 secs: 0 type:

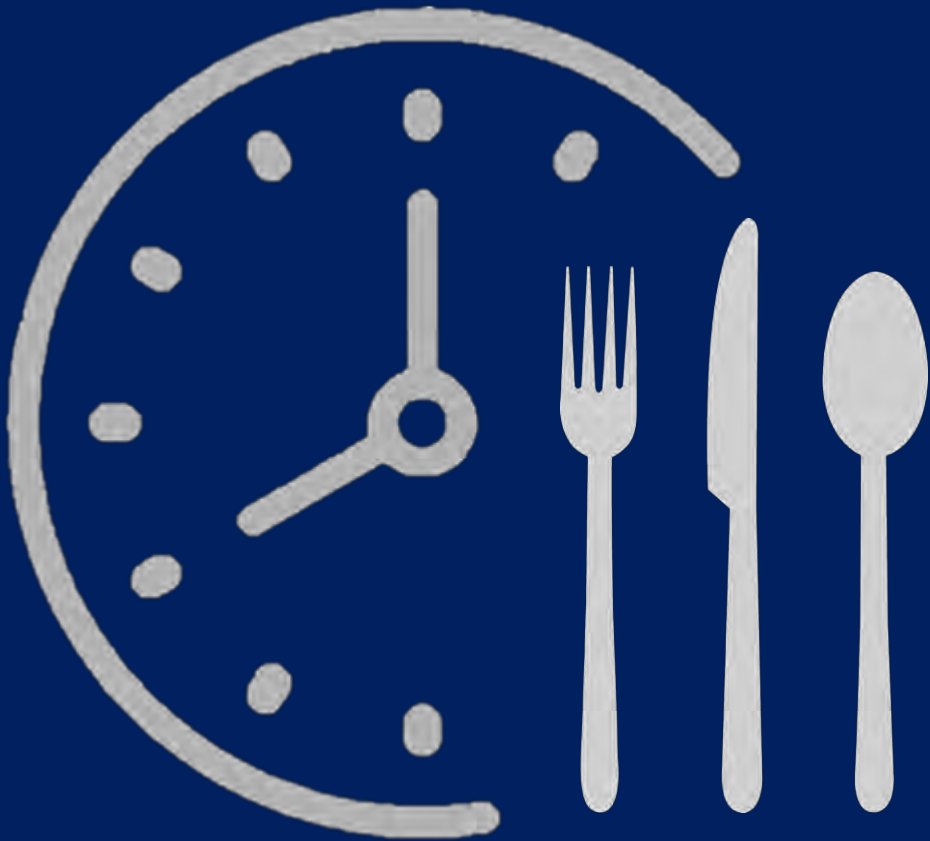
None ▾

 Breaktime for PowerPoint by Flow Simulation Ltd.

Pin controls when stopped

Economical on your group company





Start Stop Reset mins: 60 secs: 0 type:
None
Breaktime for PowerPoint by Flow Simulation Ltd.
Pin controls when stopped



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Social on your group company



A screenshot of a digital timer interface. At the top, the number '15.00' is displayed in large black digits. Below this, there are three buttons: 'Start', 'Stop', and 'Reset'. To the right of these buttons are two input fields: 'mins: 15' and 'secs: 0', followed by the text 'type:'. Below the input fields is a dropdown menu with 'None' selected. At the bottom left, there is a red clock icon and the text 'Breaktime for PowerPoint by Flow Simulation Ltd.'. At the bottom right, there is a checkbox labeled 'Pin controls when stopped' which is checked.

Social on your group company



Technological on your group company



A screenshot of a digital timer interface. At the top, the time '15.00' is displayed in large black digits. Below the time are three buttons: 'Start', 'Stop', and 'Reset'. To the right of these buttons are two input fields: 'mins: 15' and 'secs: 0', followed by the text 'type:'. Below the input fields is a dropdown menu currently showing 'None'. At the bottom left, there is a red clock icon and the text 'Breaktime for PowerPoint by Flow Simulation Ltd.'. At the bottom right, there is a checkbox labeled 'Pin controls when stopped' which is checked.

Technological on your group company



10:00



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Environment on your group company



A screenshot of a digital timer interface. At the top, the time '15.00' is displayed in large black digits. Below the time, there are three buttons: 'Start', 'Stop', and 'Reset'. To the right of these buttons are two input fields: 'mins: 15' and 'secs: 0', followed by the text 'type:'. Below the input fields is a dropdown menu currently showing 'None'. At the bottom left, there is a red clock icon and the text 'Breaktime for PowerPoint by Flow Simulation Ltd.'. At the bottom right, there is a checkbox labeled 'Pin controls when stopped' which is checked.

Environment on your group company



Legal on your group company



A screenshot of a digital timer interface. At the top, the number '15:00' is displayed in a large, bold, black font. Below this, there are several control buttons: 'Start', 'Stop', and 'Reset'. To the right of these buttons, the timer shows 'mins: 15' and 'secs: 0'. Below the timer, there is a dropdown menu currently set to 'None'. At the bottom, there is a red icon of a clock and the text 'Breaktime for PowerPoint by Flow Simulation Ltd.' To the right of this text, there is a checkbox labeled 'Pin controls when stopped' which is checked.

Legal on your group company





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