Creating a Business

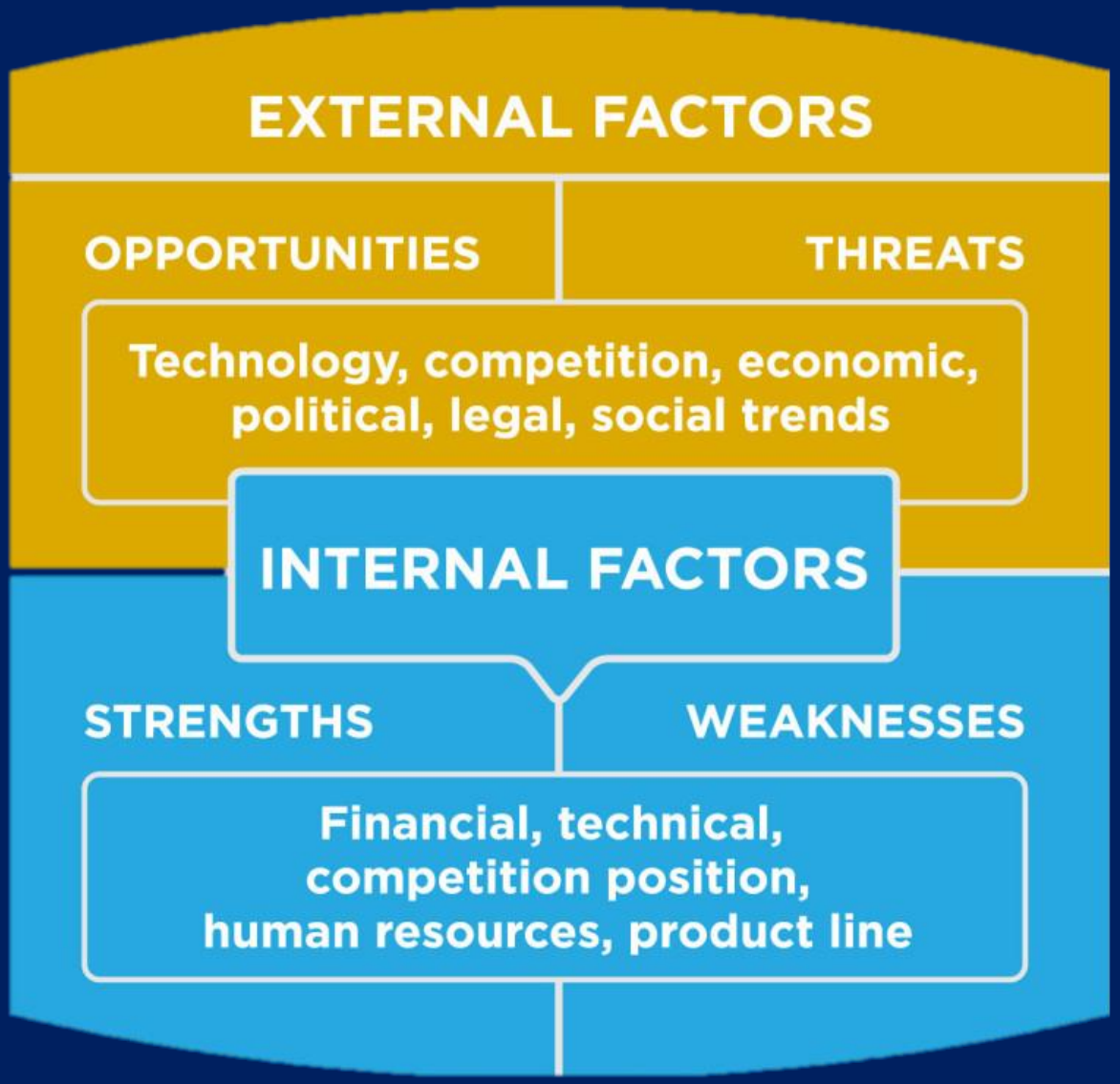
Lecture Title: PESTEL Analysis

Lecturer: Angelito Sciberras

Date: 24 January 2026

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

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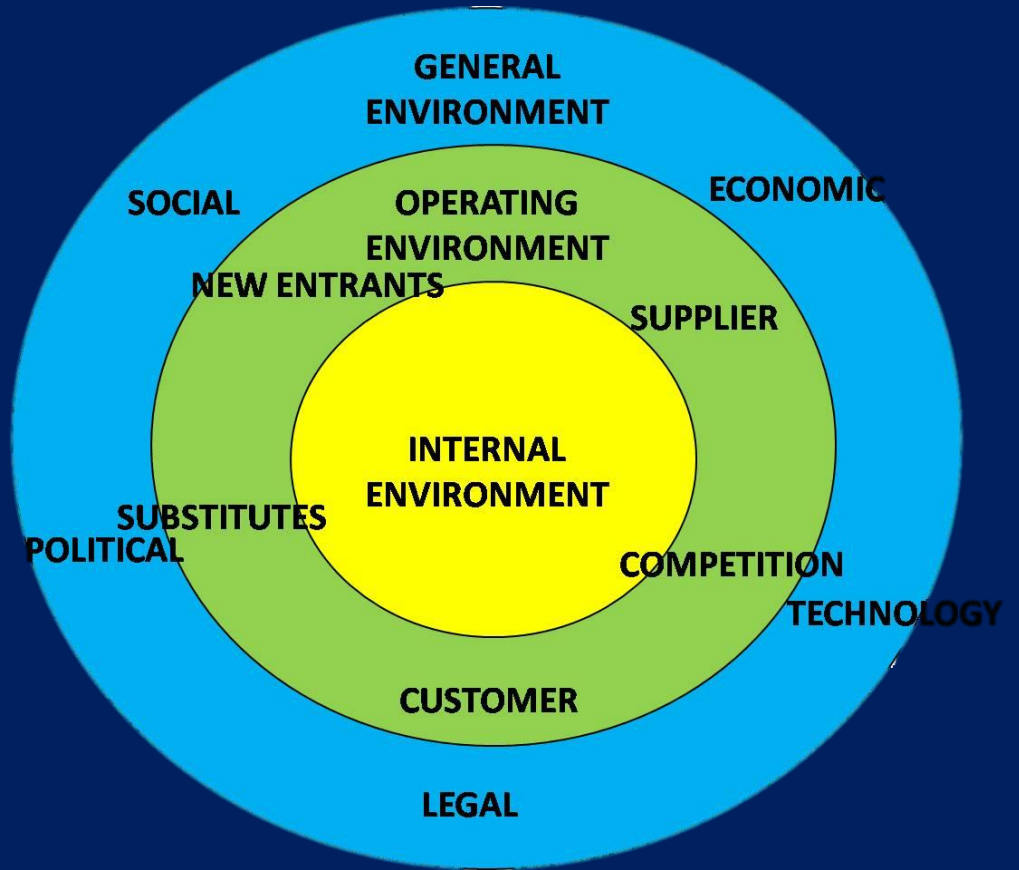


External Factors

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

Coca-Cola

PESTEL Analysis

POLITICAL

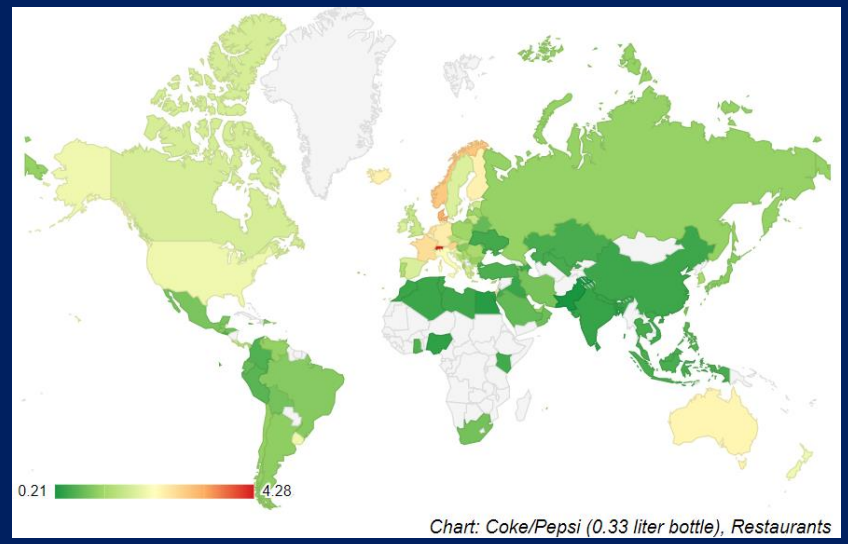
- Government Policy
- Political (In)stability
- Corruption
- Foreign Trade Policies
- Tax Policies
- Wage policies
- Education System
- Infrastructre
- Health Sector Regulation

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

PESTEL Analysis

ECONOMIC

- **Ecomomic 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**

The New York Times

COCA-COLA SETTLES RACIAL BIAS CASE

Give this article

By Greg Winter
Nov. 17, 2000

In the largest settlement ever in a racial discrimination case, the Coca-Cola Company agreed yesterday to pay more than $156 million to resolve a federal lawsuit brought by black employees.

The settlement also mandates that the company make sweeping

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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
- Infrastructre
- 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

- **Ecomomic Growth**
- **Interest Rates**
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- **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 languag

PESTEL Analysis

TECHNOLOGICAL - Importing 2nd hand EV to Malta

- **Incentives**
- **Innovation**
- **Automation**
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- **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

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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,

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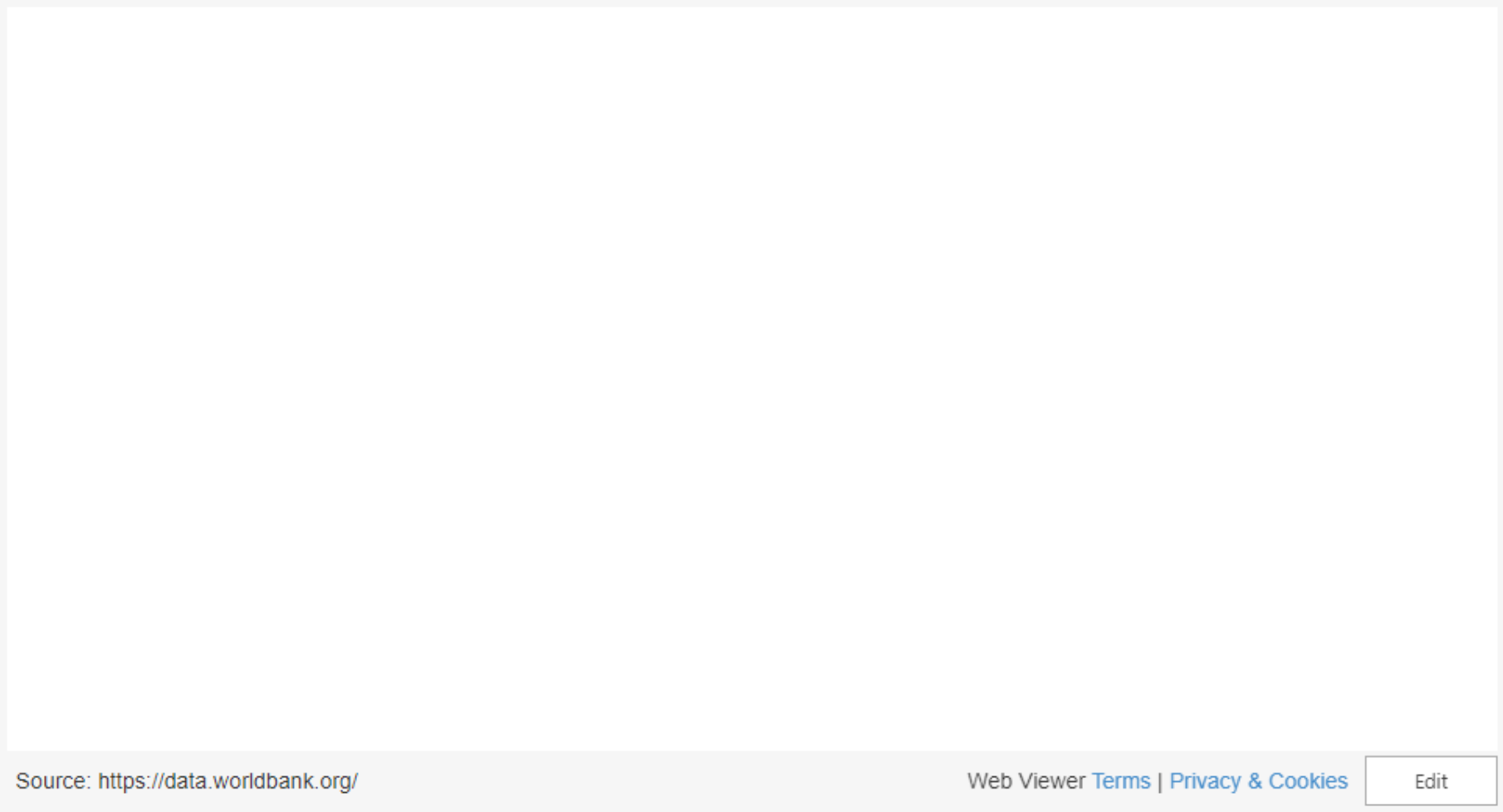
LEGAL - Importing 2nd hand EV to Malta

- **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

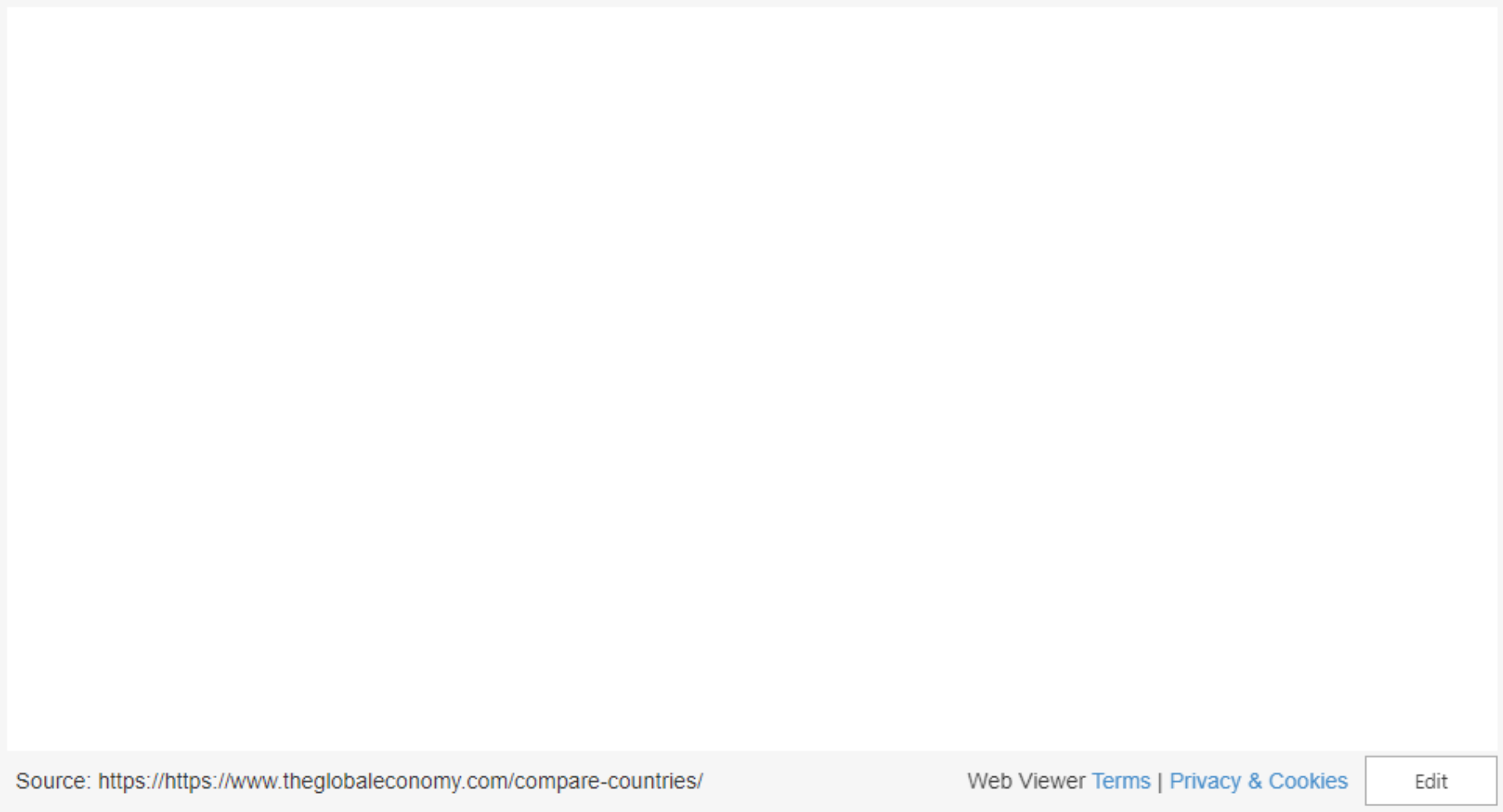


PESTEL Analysis

Finding the Information -

PESTEL Analysis

Finding the Information -



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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PESTEL Analysis

Political on your group company

Political on your group company

Economical on your group company

Economical on your group company

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Social on your group company

Social on your group company

Technological on your group company

Technological on your group company

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Environment on your group company

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