

Creating a Business

Lecture Title: PESTEL Analysis

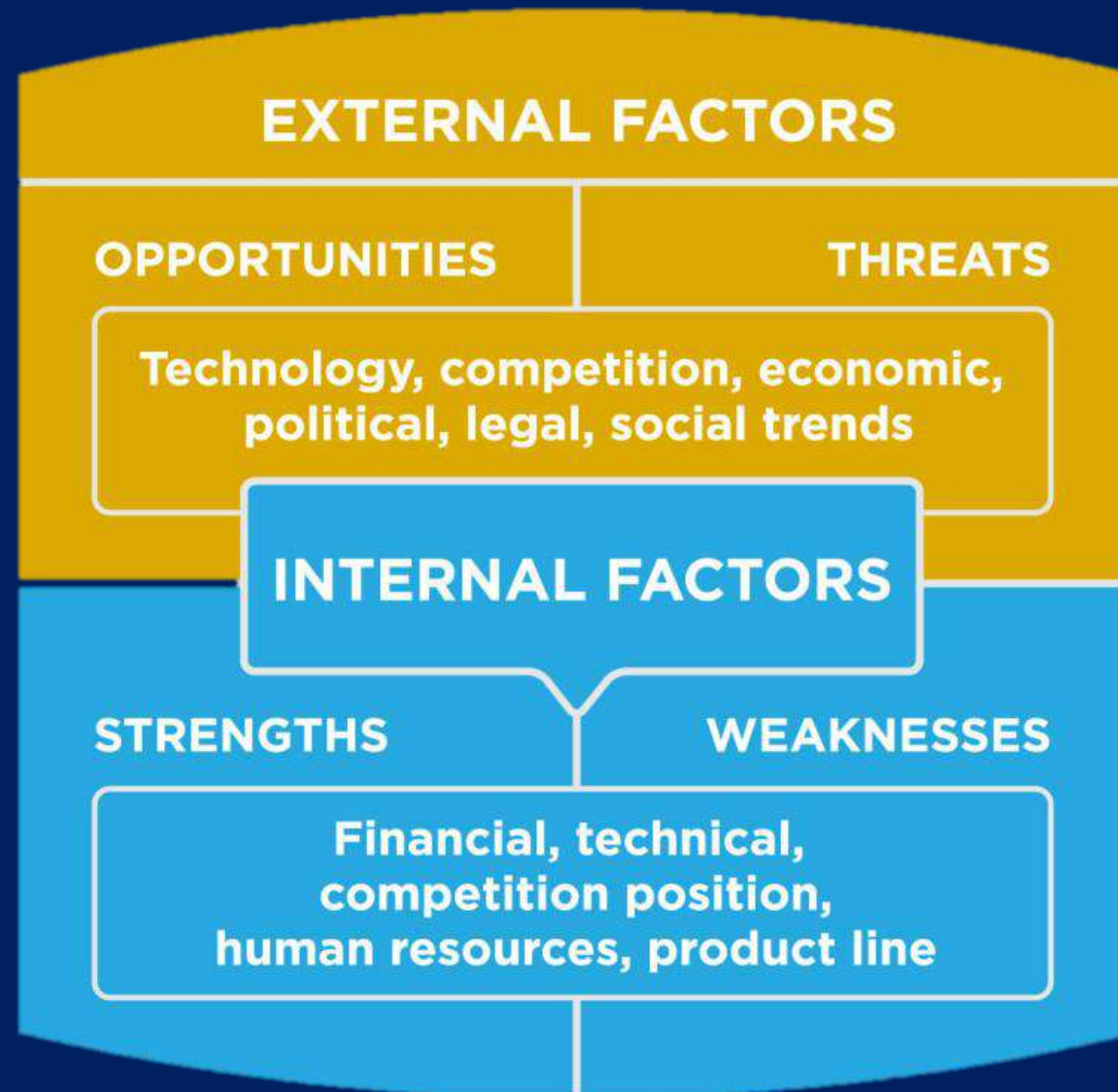


Lecturer: Angelito Sciberras

Date: 24 October 2026

**Undergraduate Diploma in
Business Administration**

SWOT Analysis



External Factors

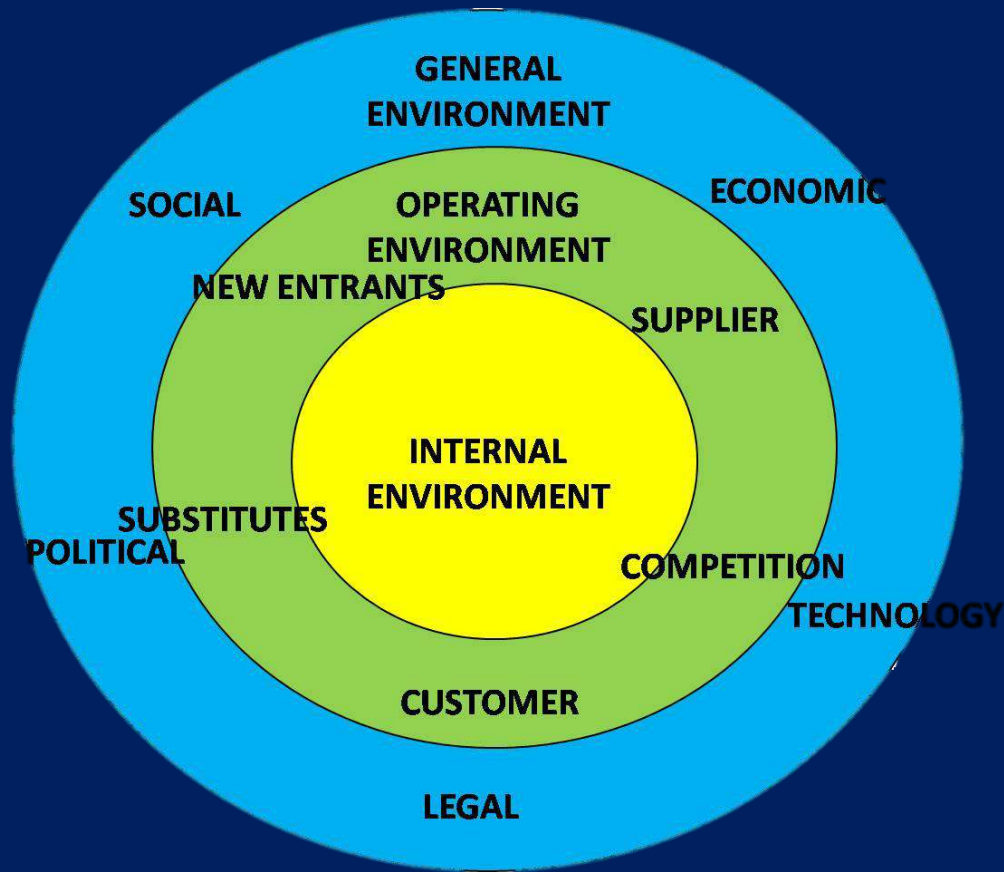
Factors external to an industry, usually beyond a firm's control

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



External Factors

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**

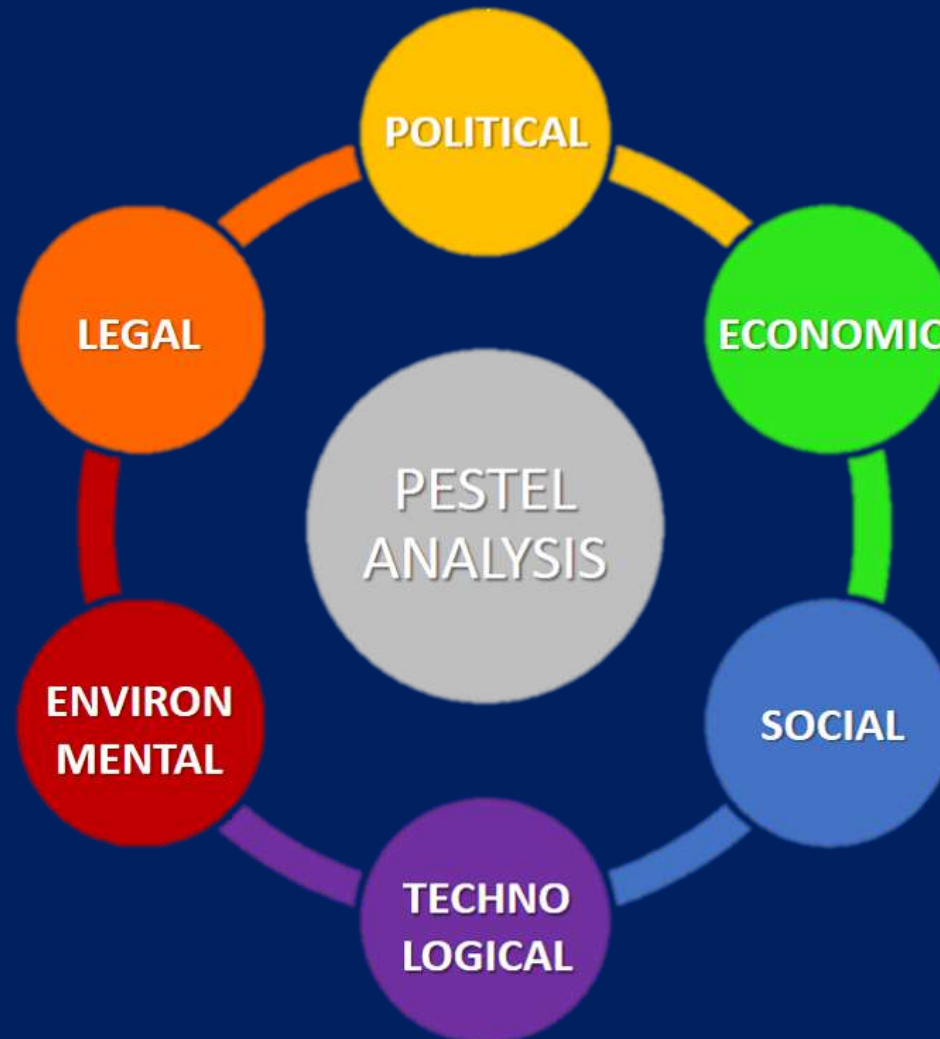
- Political
- Economic
- Social
- Technology
- Environmental
- Legal

- **Operating (Micro) Environment**

- Supplier
- Competition
- Customer
- Substitutes
- New Entrants



Understanding the General Environment



Coca-Cola



PESTEL Analysis

POLITICAL

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

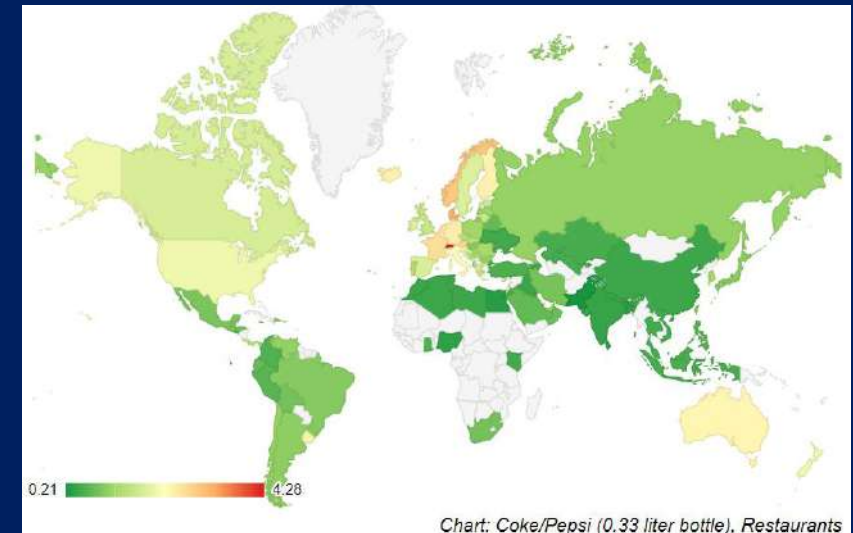


- USA
 - high-fructose corn syrup
- Europe
 - sucrose

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**
- **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

- **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**

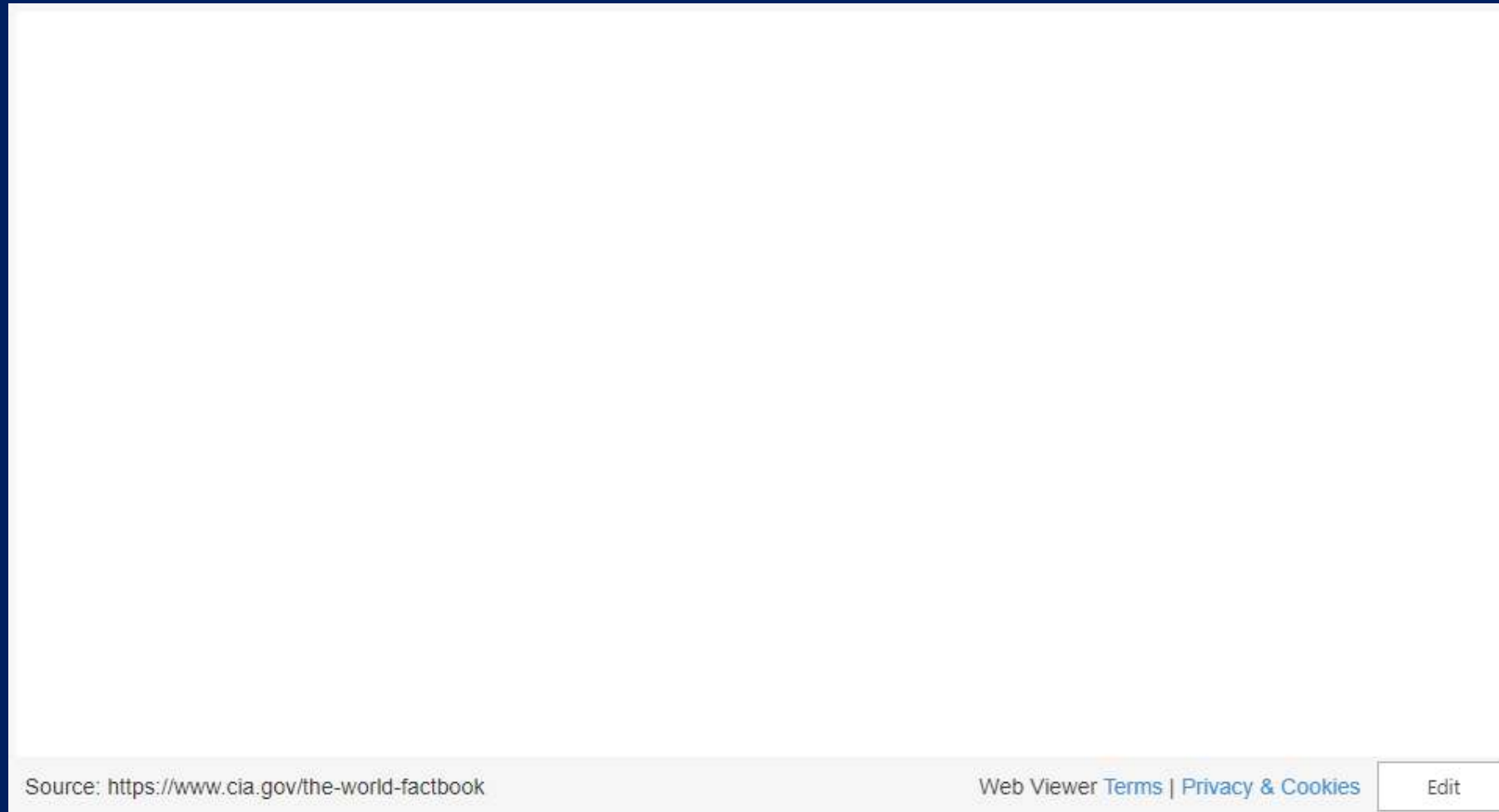
PESTEL Analysis

Finding the Information - data.worldbank.org



PESTEL Analysis

Finding the Information -

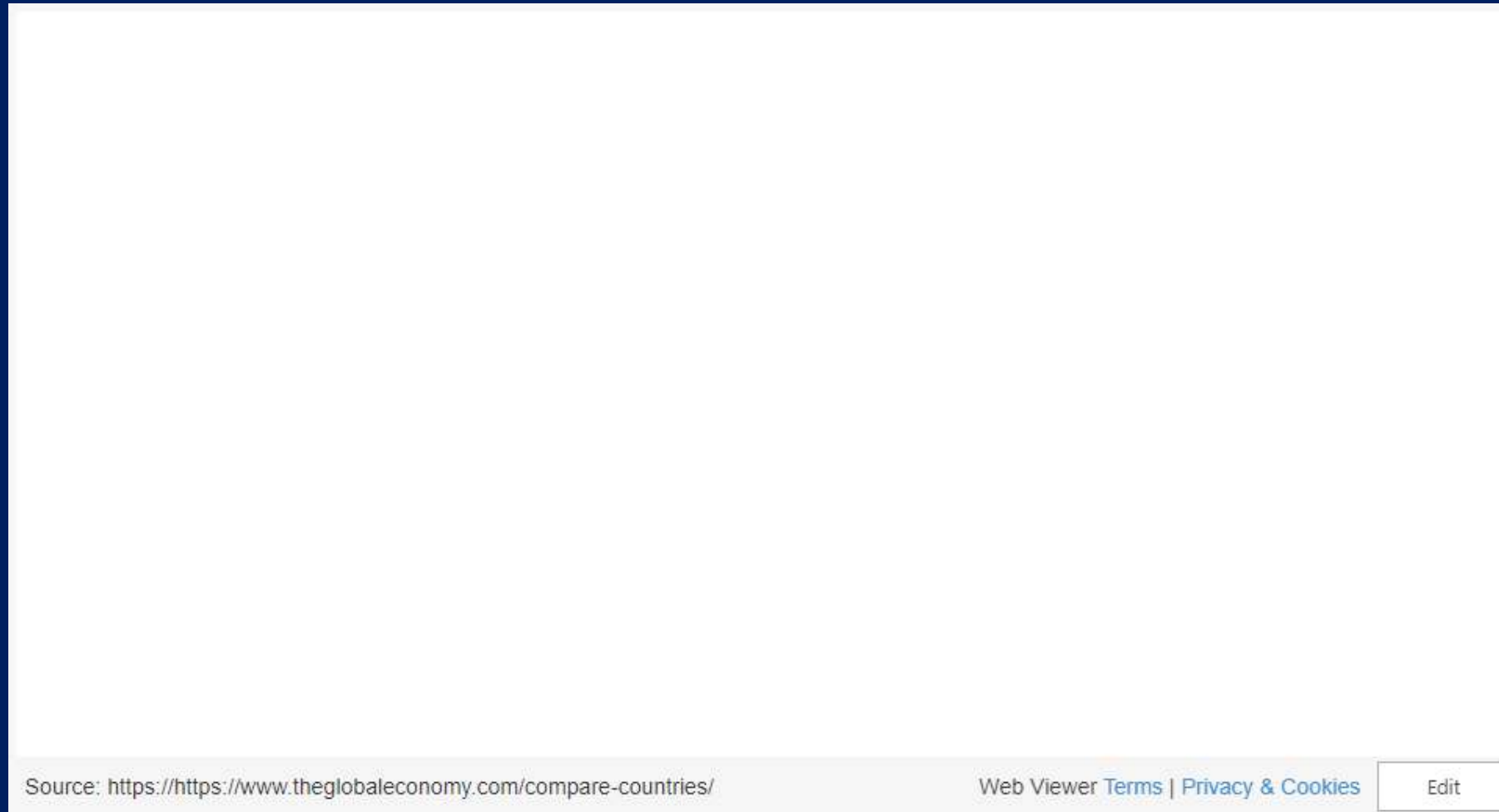


Source: <https://www.cia.gov/the-world-factbook>

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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>



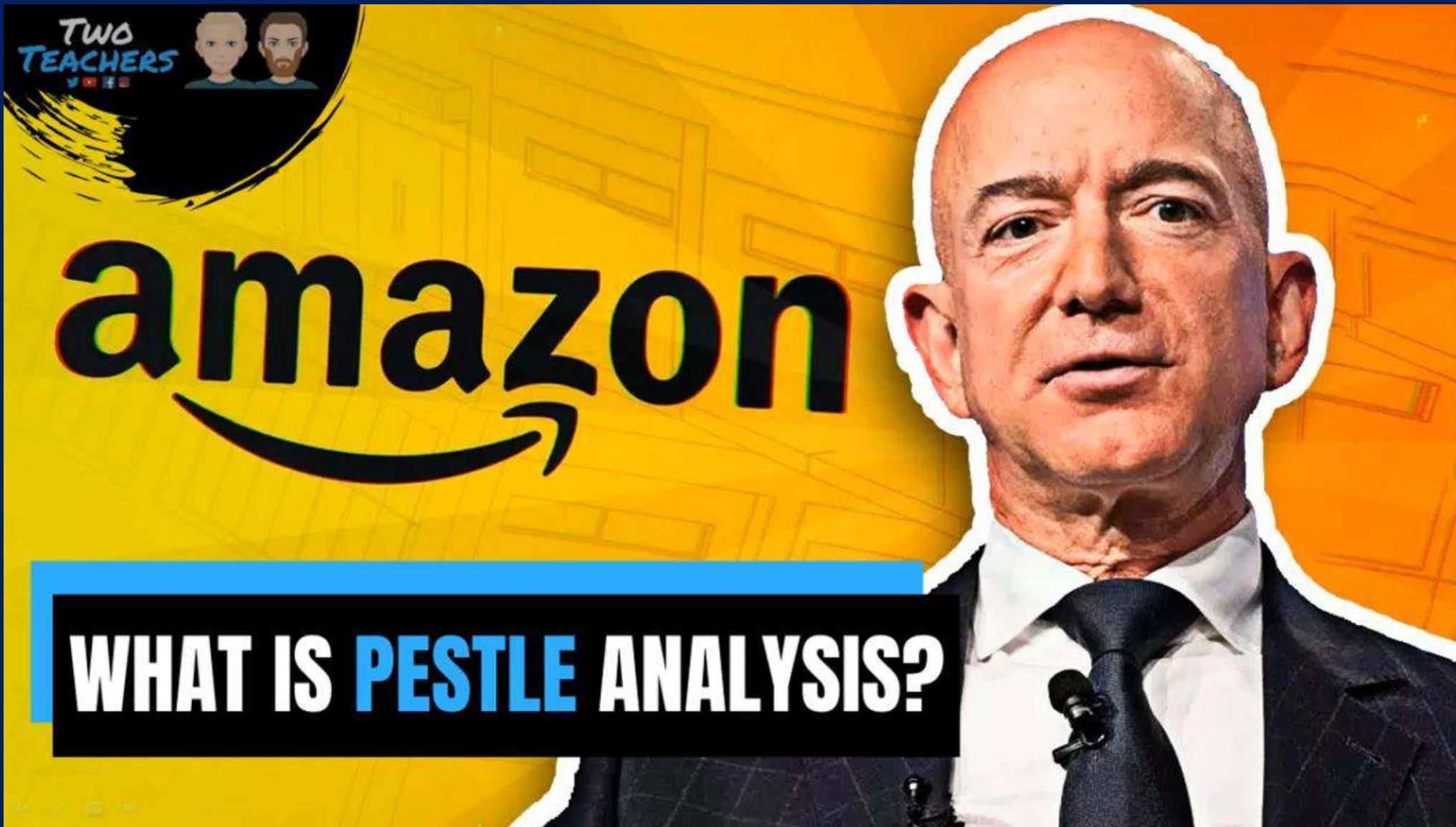


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PESTEL Analysis



Political on your group company



Political on your group company



Economical on your group company



Economical on your group company





**Undergraduate Diploma in
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Social on your group company



Social on your group company



Technological on your group company



Technological on your group company





**Undergraduate Diploma in
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Environment on your group company



Environment on your group company



Legal on your group company



Legal on your group company





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