

# Steeple Analysis

## Steeple Analysis to Evaluate Electronic Companies

This slide represents steeple analysis for electronic business. It covers factors such as corporate social responsibility, employee health safety, system automation etc.



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→ **STEEPLE analysis** is one variant of the very popular and simple strategic management method for analysing the organization's external environment.

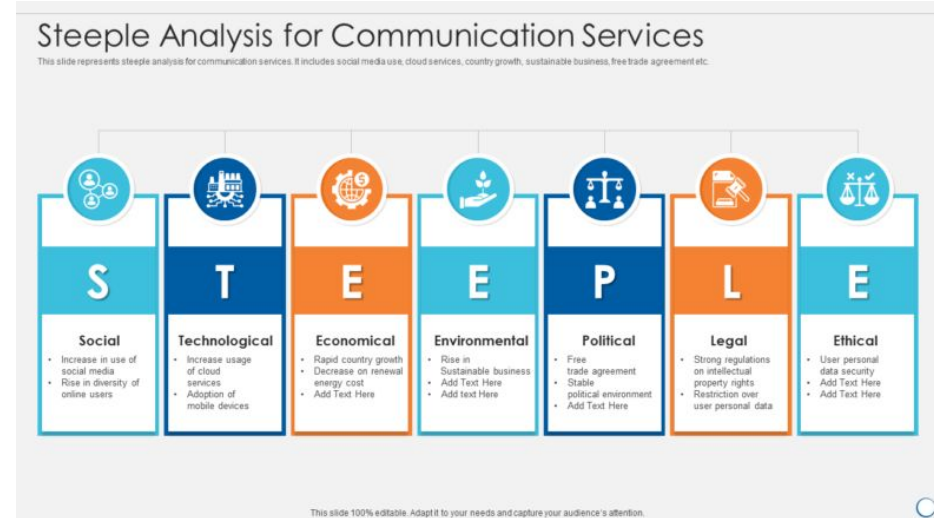
## Steeple Analysis of Marketing Audit Economic Environment

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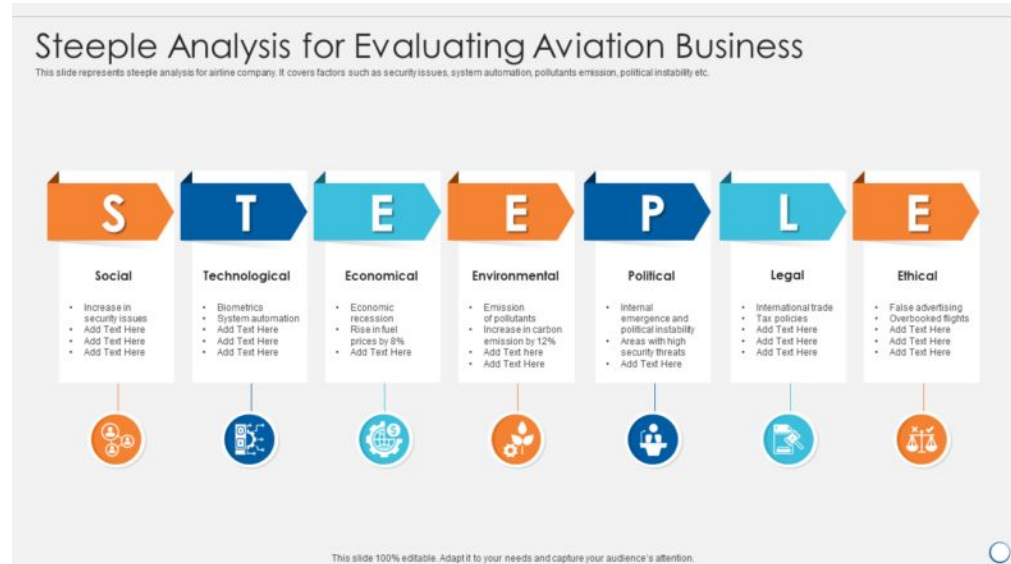
→ **STEEPLE analysis** is based on the PEST analysis method, with additional Environmental, Ethical, and Legal factors added.



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→ **Social forces** shape our attitudes, interests, and opinions, as well as our behaviour and, ultimately, what we buy. Changes in trends have a direct impact on businesses.

→ These factors include population structure, falling rates, competition, global population growth, traditions, level of education, cultural diversity, and standards.




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- **Technology** has significantly altered the way businesses operate.
- Lately , technological progress has created a society that expects instant gratification.
- New technologies, absorptive capacity for innovation, and globalisation are examples.

### Steeple Analysis for Transportation and Logistics Business

This slide represents steeple analysis for transportation business. It covers elements such as user friendly, fare charges, fuel usage etc that enable business to analysis factors affecting organization.

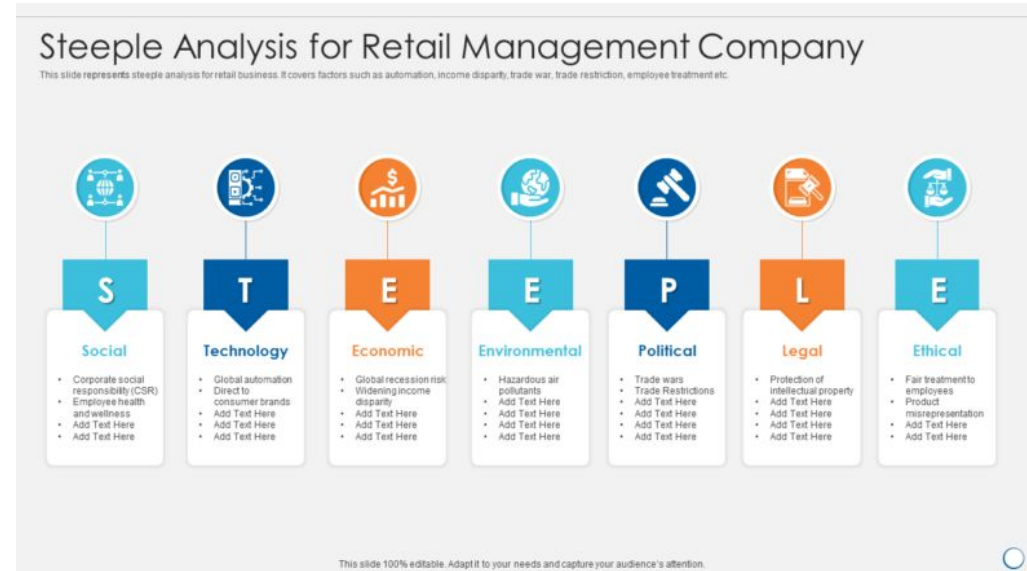


- 01 Social**
  - User Friendly
  - Time Efficient
- 02 Technology**
  - Social media for promotions
  - Mobile application for easy access
- 03 Economic**
  - Affordable fare charges
  - Add Text Here
- 04 Environmental**
  - Increase in fuel usage
  - Traffic congestion
- 05 Political**
  - Minimum wage rules
  - Drivers insurance
- 06 Legal**
  - Labor and employee safety laws
  - Add Text Here
- 07 Ethical**
  - Passenger safety
  - Add Text Here

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→ **The Environmental** factor in STEEPLE focus on the Environmental legislation, pollution, waste management and disposal, clean air and water, energy-saving technologies, and societal attitudes towards ecology are all examples of environmental issues.










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→ Duties, morality, integrity, behaviour, and what is good and bad for the company, employees, and society as a whole are all **Ethical Factors**.

### Steeple Analysis and Impact for Pharmaceutical Industry

This slide represents steeple analysis for pharmaceutical organization. It covers factors such as healthcare harmonization, disposable income, patient awareness, customized treatment etc.

	Issue	Impact on Business
	<b>01 Political</b> <ul style="list-style-type: none"><li>Healthcare harmonization</li><li>Growing political focus</li></ul>	<ul style="list-style-type: none"><li>Rise in product pricing by 6%</li><li>Add Text Here</li></ul>
	<b>02 Economic</b> <ul style="list-style-type: none"><li>Decrease in individual disposable income</li><li>Increase in buying groups</li></ul>	<ul style="list-style-type: none"><li>Increase pricing by 8%</li><li>Add Text Here</li></ul>
	<b>03 Social / Culture</b> <ul style="list-style-type: none"><li>Patient awareness</li><li>Increasing age of population</li></ul>	<ul style="list-style-type: none"><li>Increase need for price transparency</li><li>Increase in health concerns</li></ul>
	<b>04 Technological</b> <ul style="list-style-type: none"><li>Customized treatment</li><li>Direct patient advertising</li></ul>	<ul style="list-style-type: none"><li>Patient engagement</li><li>Responsive service facilities</li></ul>
	<b>05 Legislation</b> <ul style="list-style-type: none"><li>Advertising law</li><li>Add Text Here</li></ul>	<ul style="list-style-type: none"><li>Increase in product quality by 7%</li><li>Add Text here</li></ul>
	<b>06 Environmental</b> <ul style="list-style-type: none"><li>Community awareness</li><li>Add Text Here</li></ul>	<ul style="list-style-type: none"><li>Decrease in carbon emission by 8%</li><li>Decrease in water toxicity by 9%</li></ul>
	<b>07 Ethical</b> <ul style="list-style-type: none"><li>Drug safety</li><li>Marketing restriction</li></ul>	<ul style="list-style-type: none"><li>Patient consultation</li><li>Add Text Here</li></ul>

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# FAQs

## What are the advantages of STEEPLE analysis?

- STEEPLE analysis considers a wide range of external factors that can have an impact on an organisation or industry, providing a more complete and holistic view of the market or industry.
- It can assist organisations in identifying potential opportunities and threats, which can then be used to inform strategic planning and decision-making.
- It can assist organisations in identifying emerging market or industry trends and patterns, which can inform future strategies and plans.
- It is simple to grasp and can be applied to organisations of all sizes and types.

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## **What distinguishes STEEPLE analysis from PESTEL analysis?**

- The PESTLE analysis is a strategic framework for evaluating an organization's operating environment.
- The STEEPLE analysis provides an overview of the macro-environmental factors that impact an organisation, but with a seventh factor added.

## **What alternatives exist to STEEPLE analysis?**

- PESTLE analysis is an alternative to DEEPLIST analysis (iPESTLE)

## What are PESTLE and the Porter Five Forces Analysis?

- Porter's Five Forces model identifies market competition, new entrants, supplier power, buyer power, and the threat of substitute products and services.
- PESTLE investigates factors such as politics, economics, socioculture, technology, law, and the environment.

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