



REVIEWER'S REPORT

Manuscript No.: IJAR-50378

Date: 24-02-2025

Title: PESTLE Analysis

Recommendation:

- Accept as it is.....**YES**.....
- Accept after minor revision.....
- Accept after major revision
- Do not accept (*Reasons below*)

| Rating | Excel. | Good | Fair | Poor |
|----------------|--------|------|------|------|
| Originality | √ | | | |
| Techn. Quality | | √ | | |
| Clarity | | √ | | |
| Significance | | | √ | |

Reviewer's Name: Tahir Ahmad

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (*Use additional pages, if required*)

Reviewer's Comment / Report

The research document titled "**PESTLE Analysis**" presents an extensive examination of the PESTLE strategic management tool, emphasizing its role in evaluating macro-environmental external factors that influence business operations. The study effectively positions PESTLE analysis as an essential instrument for modern organizations to enhance strategic decision-making, operational efficiency, and long-term sustainability.

The **abstract** concisely introduces the purpose of PESTLE analysis, outlining its core components—**Political, Economic, Social, Technological, Legal, and Environmental factors**—and its significance in shaping resilient business strategies. It underscores how PESTLE analysis aids in sustainable practices and competitive market positioning, reinforcing its relevance in global business environments.

The **introduction** provides a strong foundation by contextualizing the necessity of external environmental analysis in modern business settings. It effectively conveys that organizations must adapt to evolving business landscapes and highlights PESTLE analysis as a **structured, systematic approach** to evaluating external threats and opportunities. The discussion on the tool's applicability across diverse

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industries, including **healthcare, finance, technology, and manufacturing**, underscores its **universal relevance**. Additionally, the paper integrates references to established literature, demonstrating the **historical development and strategic importance** of PESTLE analysis.

The **discussion on PESTLE components** systematically categorizes the six external factors:

1. **Political Factors** – Examines government policies, regulations, taxation, trade restrictions, and political stability, emphasizing their direct impact on business operations.
2. **Economic Factors** – Covers key elements such as economic growth, inflation, exchange rates, interest rates, and unemployment, highlighting their influence on consumer spending and market behavior.
3. **Social Factors** – Discusses demographic trends, cultural norms, education levels, and societal attitudes that shape consumer preferences and market demand.

The study demonstrates a **structured, well-researched approach**, integrating **theoretical insights with practical applications** across multiple industries. The **literature review** supports the argument for PESTLE analysis as a **crucial decision-making tool**, while recent research findings strengthen its relevance in **contemporary strategic planning**.

In conclusion, the document successfully articulates the **value of PESTLE analysis** in **identifying risks, opportunities, and strategic advantages** for businesses. The research reinforces its role in **enhancing organizational resilience, sustainability efforts, and competitive market positioning**.
