



THE TIMES 100

Edition 14

UNISON: Use of PEST analysis at UNISON

Answer sheet

1. Who is UNISON?
UNISON is Britain and Europe's biggest public sector trade union.
2. How many members does UNISON represent?
1.3 million workers.
3. Who are the members of UNISON?
Anyone who works for the Government e.g. local government; the NHS; schools / colleges/ universities; transport; utility companies; voluntary sector.
4. What is the difference between the public and private sector?
Public sector is part of the economy which is owned by the Government, whereas the private sector is where part of the economy is run by individuals and is not owned by the government.
5. What does PEST stand for?
Political factors, Economic factors, Social factors and Technological factors.
6. Using the case study, explain how PEST analysis has been applied by UNISON.
Political: immigration issues. UNISON work towards dispelling the negative views of migration. Voicing the view that much needed services would not be able to function without migrant workers and that they make a positive contribution to the economy. Employment legislation, minimum wage and the working time directive are areas that UNISON have been lobbying for.
Economic: With the extra workforce, replacing the natural wastage, British that emigrate and jobs that don't want to be done, migrants added £6 billion to the GDP. UNISON has worked hard to ensure that workers receive fair pay and valid career opportunities to keep attracting migrant workers to the UK.
Social: UNISON is aware of the social factors that might affect migrant workers e.g. language barriers in the workplace, understanding of legislation and culture. UNISON have worked to overcome these problems by producing workers' rights in 11 different languages, dedicating a migrant workers' section on its site and provided information on welfare and tax issues to name but a few.
Technology: UNISON's website is an important means of communicating with its members. It has welfare pages providing migrants with information about the welfare system, tax, rights at work and health and safety at work.



THE TIMES 100

7. When decisions need to be made in business, there are usually internal and external factors that need to be considered. What is the difference between internal and external factors?

Internal factors are ones that are within the businesses control e.g. staff, equipment and capital. Whereas External factors are ones that the business does not have control of e.g. the interest rate, legislation, customers, competitors etc.

8. Indirect and direct influences will also need to be considered when making a decision. What is the difference between direct and indirect influences.

Direct influences are those that will effect the business immediately through their own strategy and decisions e.g. suppliers, customers and competition. Whereas Indirect legislation will affect the business regardless of its actions e.g. legislation; business cycle and technology (internet, automation).

9. Migrants get a lot of bad press in this country. In what ways do migrants contribute to the economy?

Replace skilled and unskilled job shortages. Contribute to the GDP / countries wealth.

10. How have technological changes affected the workplace?

Automation has meant that less workers are needed in the different sectors. Online shopping has meant that some shops cannot compete. Less travel is required as conference calling can be done. Mobile phones and laptops mean that employees are accessible 24 / 7 ..