

## Teacher guide

### Political external factors - Jessops

#### Where does the lesson fit?

This session would fit in a Business Environment or External Influences Module. It could follow a general introduction to external influences and be used alongside other sessions to explore the PEST factors in more detail.



#### Suggested resources & activities related to political factors and Jessops

- Full Jessops case study
- External Factors PowerPoint
- Economic, Social and Technological Factors lesson resources
- Jessops crossword
- Jessops word search

#### Suggested timings for the session

5 mins	Starter e.g. Jessops word search
5 mins	Use the External Factors PowerPoint to discuss the topic
5 mins	Read the case study
10 mins	Questions
30 mins	Task – research
5 mins	What have you learned?

#### Answers to questions

1. What does PEST stand for?
  - Political (includes legal)
  - Economic
  - Social (includes environmental)
  - Technological



## **THE TIMES 100**

### **BUSINESS CASE STUDIES**

2. Describe what is meant by the 'external environment'.  
The external environment refers to those things outside of the operations of an organisation which impact upon it but over which the business has no control.
  
3. Explain why PEST analysis is used by firms.  
PEST analysis is used by firms to assess the external business environment in which they operate. Managers and directors can then make decisions on their findings. PEST analysis therefore will inform any new objectives being set and the marketing strategy for the organisation.

#### **What have you learned?**

Expected learning is likely to include:

- Definition of the external business environment
- PEST factors
- Use of PEST analysis to develop marketing strategy
- How organisations respond to external factors
- Political factors affecting businesses
- Examples of these factors