



PESTLE Analysis Template

5 Aug 2022 / Nakia Jepsen

Complete

Score	71.43%	Flagged items	0	Actions	0
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Company name Unanswered

Project name 3D Printing of Medical Devices

Analysis rationale/brief

This PESTLE analysis is being conducted to dive deep on and document external factors we need to consider and prioritize in this project.

Conducted on 05.08.2022 15:46 PST

Facilitated by Nakia Jepsen

Location Indianapolis, IN, USA
(39.768403, -86.158068)

Political Factors

75%

List as many answers for the guide questions as you need to help you identify the specific external factors to prioritize.

Guide Questions

When are the country's next local and national elections? How will these impact state or regional laws and policies?

Is there any possibility that pending legislation or bills can affect the current policies of the business?

Factor to Consider

75%

Factor to Consider 1

75%

Answer

Senatorial frontrunners are known for their healthcare-focused platforms, touching up on innovative manufacturing processes of medical devices. This can be an opportunity to look into early on and devise initial preparation steps for us to take.

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

3

From 1 to 4

Factor to Consider 2

75%

Answer

There are bills up for review in Congress revolving around state-specific regulations on the 3D printing of medical devices.

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

3

From 1 to 4

Economic Factors

100%

List as many answers for the guide questions to help you identify the specific external factors to prioritize.

Guide Questions

What are the specific and general economic factors most likely to affect our business in the long run?

How does the current economic environment of the country and/or of the international market impact the business?

Factor to Consider

100%

Factor to Consider 1

100%

Answer

Inflation rate: affects our ability to acquire major suppliers for medical device manufacturing that can help us boost our cash turnover ratio (CTR)

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

4

From 1 to 4

Social Factors

50%

List as many answers for the guide questions to help you identify the specific external factors to prioritize.

Guide Questions

What purchasing motivators best represent our customers' behavior?

How do we qualify our leads and prospects based on how their values and beliefs relate to our business?

Factor to Consider

50%

Factor to Consider 1

50%

Answer

3D-printed medical devices are manufactured with significantly lower production costs. Hence, consumers may be delighted to choose such more affordable options

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

2

From 1 to 4

Technological Factors

50%

List as many answers for the guide questions to help you identify the specific external factors to prioritize.

Guide Questions

How do we keep track of technological advancements?

What are the emerging technologies that are highly relevant to our business?

Factor to Consider

50%

Factor to Consider 1

50%

Answer

Leveraging the power of social listening tools to monitor trends and forecast innovations that would likely apply to 3D printing of medical devices

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

2
From 1 to 4

Legal Factors

100%

List as many answers for the guide questions to help you identify the specific external factors to prioritize.

Guide Questions

What are the most relevant laws and regulations that apply to our business?

How should we align our global campaigns to ensure we're complying with regional laws and regulations?

Factor to Consider

100%

Factor to Consider 1

100%

Answer

Consider assigning Business Development Representatives and Regional Marketing Managers to take ownership of each region we're targeting as well as region-specific Legal Representatives to collaborate on maintaining our business's regulatory compliance across markets

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

4

From 1 to 4

Environmental Factors

50%

List as many answers for the guide questions to help you identify the specific external factors to prioritize.

Guide Questions

How does our workplace location affect the growth of the business?

Are there any other physical environment-related factors we need to consider as we conduct our business strategy planning?

Factor to Consider

50%

Factor to Consider 1

50%

Answer

Extensive market research and analysis may be necessary on how our offices across the globe impact the business's presence and status as an industry player as we market our 3D printing technology on medical devices

With 1 being the lowest and 4 being the highest, rate the level of impact on the business objectives and/or goals

2From 1 to 4

Completion

Other notes or reminders

- Follow-up analyses to complement this PESTLE session may be ideal but not necessarily urgent
 - The scheduling process of the next steps must be determined before the 2nd week of August ends
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Recommendations and next steps

- Meet up with regional marketing teams for the customer lifecycle and market research updates
 - Touch base with external business analysts for further review
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Facilitator sign-off



Nakia Jepsen
05.08.2022 15:50 PST
