

# PESTEL Analysis Template

Factor	Specific Trend or Issue	Specific Opportunity or Threat	Likelihood of Impact (1 – 5)	Magnitude of Potential Impact
Political				
Economic				
Socio-Cultural				
Technological				
Environmental				
Legal				

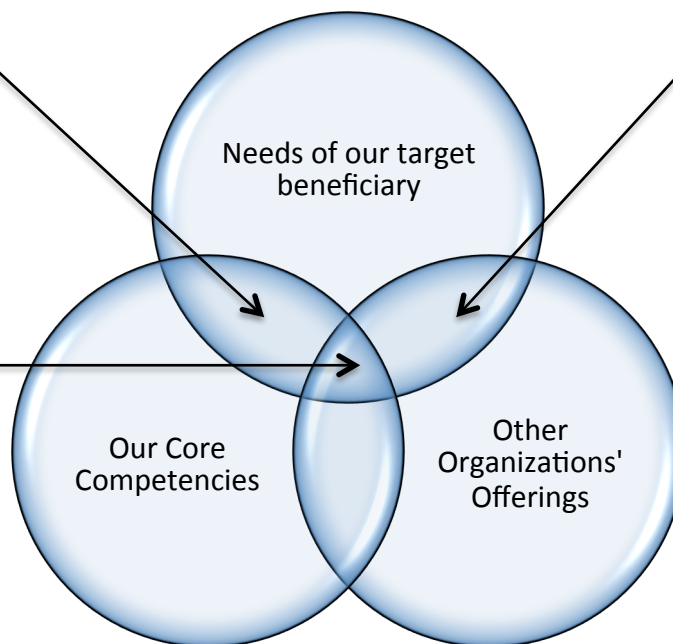
## Competitor/Collaborator Analysis

**A) Beneficiary:** What target market and what needs are we trying to address in the community?

**B) Our core competencies:**

Of our current offerings, what are we the best at? How are these competencies effectively meeting the needs?

**C) Other organizations:** What other organizations are meeting some of these needs, and how? What are their core competencies?



**D) Competition:**

Where are we competing with other organizations to provide similar services, potentially to the same beneficiaries? How does the competition impact our organization, our beneficiaries, our funders?

**E) Collaboration:**

Where and how can we potentially work with other organizations to:

- 1) meet more/different needs?,
- 2) strengthen our/their offering? or
- 3) meet the same needs with reduced effort on our part?