

New here? Select **Load Demo** to explore a completed illustrative assessment, then **Reset All** when you are ready to begin your own.

PURPOSE

PESTLE Intelligence evaluates the external macro-environment of a target market across **six fixed factors** — Political, Economic, Social, Technological, Legal and Environmental — using weighted **metrics relevant to the client's specific business**.

Customize Metrics → **Assess** → **Review** → **Conclude** → **Export PDF**

CLIENT VALUE

Evaluate the external environment using metrics that matter to the client's business, and see clearly where conditions support or challenge market entry.

HOW TO USE

1. Start an assessment — AdvantAsia default metrics are already loaded, so you can begin immediately (customisation is optional).
2. In **Customize Metrics**, tailor metric names, guidance and weights, or add and remove metrics, if required (weights total 100% per factor).
3. **Assess** each metric from 1 to 5 for how favourable or challenging the condition is. Each starts **Not Assessed**.
4. **Review** the six-factor profile, then **Conclude** with factor conclusions and an executive conclusion.
5. Export the client-facing record.

UNDERSTANDING THE RESULT

Each factor produces a weighted result and band once complete. The **six-factor profile** is the primary output; an indicative overall evaluation is secondary, and a **Material Challenging Factor** is flagged so a weak factor is never hidden by the average.

EXPORT YOUR ASSESSMENT

Export PDF creates the client-facing evaluation record, reflecting the actual metrics, weights and assessments you used.