**3.1.4 Impact of external influences**

a. PESTLE analysis can be discussed as an extension to SWOT analysis. Students should consider each aspect and focus on its impact on business activity rather than its origin.

b. The focus on the changing competitive environment should emphasise the nature of dynamism within PESTLE and Porter’s Five Forces. Students should focus on the external nature of change in this section.

c. Porter’s Five Forces model should not be confused with Porter’s Strategic Matrix in 3.1.2. Students should use this to analyse how a wider range of factors than simply competitors affect the environment in which businesses operate. Porter’s explanation of his original model and an update can be explored.