

Pestel analysis of derby sandiacre canal research paper

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The Pestel analysis is one of the most commonly used tool in the current business to ensure that the firms and organizations proposer in the business transactions. Pestel analysis usually encompass of various macro environmental framework. However, the Pestel analysis is usually extremely vital to companies with developed management. In some other firms, the Pestel analysis is usually enacted by a group of elected professions. Pestel analysis encompasses of the various factors that directly or indirectly affects marketing of a business. The major components of the Pestle analysis comprise of the political aspect, economic, social and the technological analysis (Brennan &Vecchi, 2011, p. 68).

Political factors

In most nations governments usually intervene especially if the prices of the commodities and the services provide by the businessmen has appreciated. This is usually very vital since the government intervenes with the various businesses to reduce the impact in the rise of the economy. There are various factors that have politically affected the construction of the Pestel analysis in the past years. The company has been experiencing high tax policies and tough labor laws. For this reason, the Pestel analysis was unable to import the raw materials that are very essential for the continuity of the development of the dam. The political part of the society also affected labor policies hence affecting the profitable margin obtained by the Derby Sandiacre Canal (Great Britain: Parliament & Environment & Food and Rural Affairs Committee, 2007, p. 131).

Economic factors

Economic is another aspect of the Pestel analysis that has terribly affected the construction of the Derby Sandiacre Canal. This is for the key reason that the economic aspect affects the rate of inflation of currency that is facing various nations. The availability of capital that was intended for the construction of the Derby Sandiacre Canal has also been affected (Lorat, 2009, pp. 56-59). The level of the exchange rate was higher hence making it difficult for the importation of raw materials. The inflation rate affects the decisions that are made by the Derby Sandiacre Canal management. Before deciding on any given decision, the financial department of the Derby Sandiacre Canal management has ensured that the plan is well financed.

Social factors

The demand of the construction of the Derby Sandiacre Canal also delayed because of the social factors that surrounded the construction of Derby Sandiacre Canal. At first, there was no big deal that actually forced to the completion of the canal. Most of the roads were still functioning as expended hence the people never so the importance of the canal. The society at large was also used to other methods of transport such as the train. In the late 1774, less people would be convinced to use the canal as compared to today (Brennan & Vecchi, 2011, p. 102).

The society had adapted to other forms of transport that were considered safe and cheap. Most people preferred to use the train in crossing over the seas rather than to use the train. The increment of the number of the people has been a great assistance to the Derby Sandiacre Canal. Most of the

people can afford to use the Derby Sandiacre Canal. The increase of the people also automatically increased the amount of labor that was needed for the rejuvenation of the Derby Sandiacre Canal construction (Lorat, 2009, p. 111). Socially, the rise in the number of the people has promoted the reconstruction of the Derby Sandiacre Canal.

Technological factors

The Derby Sandiacre Canal is a project that has been surviving for a very long period of time. In the early, 1771, it was actually very difficult for the project to be accomplished. Poor technological methods actually made it very impossible for the canal to be constructed on time. Lack of advanced technological machinery such as the crane and pulley in the 1770's made it difficult for the canal to be constructed when planned. However, through the introduction of the modern technology, the canal's construction project was rejuvenated (Brennan & Vecchi, 2011, p. 123). This is because of the advanced machinery that will ensure that the project is accomplished on time.

Environmental factors

The environmental factors encompass of the various diverse factors that actually affected the construction of the Derby Sandiacre Canal. There are various factors such as the weather that made it very difficult for the canal to be completed on time. Abrupt changes in the weather condition gave a difficult time to the employees who actually had better options to overcome the challenge. In some wet weather conditions, it was very difficult for the canal to be used for the purpose of transportation. The over flooding of the

water made both constructions and transportation difficult. When the water was more than enough, no construction or transportation took place. Since no technology was available by early 1770's the construction process was withheld (Great Britain: Parliament & Environment & Food and Rural Affairs Committee, 2007, p. 87).

Legal factors

The legal factors that affected the construction of the Derby Sandiacre Canal encompass of the safety and health laws. Some workers who had opted to work in the construction site of the Derby Sandiacre Canal endured severe injuries. Since the health facilities were not as advanced as today, most of the workers died from bleeding and other ailments. This discouraged a large crowd of people from participating in the construction of the Derby Sandiacre Canal (Lorat, 2009, p. 129). Through the development of new technology in the health unit, the workers decided to participate in the construction of the canal.

Reference List

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