The industry is divided into many sectors, and much work will be involved in it. Sectors like recreation, tourism, food, and beverage have created PESTLE analysis helping to know the external factors which affect the hotel industry. PESTLE analysis is a good technique to find out opportunities and threats in the external environment of a business.

For example, if you are a restaurant business owner, you will have internal environment factors which are controllable, for example, salaries, employees, financials, recipes, furniture. An external environment factor which is uncontrollable may be the economic status of the country. Businesses must not only consider the internal environment but also make strategies against the external environment which may harm the business in the long term. PESTLE analysis is a tool to evaluate the macro environment of the coffee industry. That means looking at the political, economic, social, technological, environmental, and legal factors affecting this industry to see how it might progress over the coming years. For example, the coffee industry can be affected by factors such as the state of the country and unemployment rates, which can affect the country's economic growth. Unemployment rates can also have a direct impact on consumer spending, which can affect the coffee industry.