

PEST Analysis Template

Situation being analysed:

<p>Political</p>	<p>Economical</p>
<p>Social</p>	<p>Technological</p>

Details and Instructions

The PEST analysis is a useful tool for understanding market growth or decline, and as such the position, potential and direction for a business. A PEST analysis is a business measurement tool. PEST is an acronym for Political, Economic, Social and Technological factors, which are used to assess the market for a business or organizational unit. PEST analysis can be useful before SWOT analysis because PEST helps to identify SWOT factors. PEST and SWOT are two different perspectives but can contain common factors. SWOT stands for strengths, weaknesses, opportunities, threats.

<p style="text-align: center;">Political</p> <ul style="list-style-type: none"> • ecological/environmental current legislation • future legislation • international legislation • regulatory bodies and processes • government policies • government term and change • trading policies • funding, grants and initiatives • home market pressure- groups • international pressure- groups • wars and conflicts 	<p style="text-align: center;">Economical</p> <ul style="list-style-type: none"> • home economy • economy trends • overseas economies • general taxation • taxation specific to product/services • seasonality issues • market/trade cycles • specific industry factors • market routes trends • distribution trends • customer/end-user drivers • interest/ exchange rates • international trade and monetary issues
<p style="text-align: center;">Social</p> <ul style="list-style-type: none"> • lifestyle trends • demographics • consumer attitudes and opinions • media views • law changes affecting social factors • brand, company, technology image • consumer buying patterns • fashion and role models • major events and influences • buying access and trends • ethnic/religious factors • advertising and publicity • ethical issues 	<p style="text-align: center;">Technological</p> <ul style="list-style-type: none"> • competing technology development • research funding • associated/dependent technologies • replacement technology/solutions • maturity of technology • manufacturing maturity and capacity • information and communications • consumer buying mechanisms/technology • technology legislation • innovation potential • technology access, licensing, patents • intellectual property issues • global communications