**PEST Analysis Template**

Situation being analysed: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

PEST analysis (political, economical, social, technological) assesses a market, including competitors, from the standpoint of a particular proposition or a business.

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| **criteria examples**  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 | **political** | **economical** | criteria examples 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 |
| criteria examples 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 | **social** | **technological** | criteria examples 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, licencing, patents  intellectual property issues  global communications |

Note: 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. SWOT analysis explanation and templates are at [www.businessballs.com/swotanalysisfreetemplate.htm](http://www.businessballs.com/swotanalysisfreetemplate.htm)

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