

## PEST Analysis Template

Situation being analysed:

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

<p><b>CRITERIA EXAMPLES</b></p> <ul style="list-style-type: none"> <li>Ecological/environmental</li> <li>Current legislation</li> <li>Future legislation</li> <li>International legislation</li> <li>Regulatory bodies and processes</li> <li>Government policies</li> <li>Government term and change</li> <li>Trading policies</li> <li>Funding, grants and initiatives</li> <li>Home market pressure-groups</li> <li>International pressure- groups</li> <li>Wars and conflicts</li> </ul>	<p><b>POLITICAL</b></p>	<p><b>ECONOMICAL</b></p>	<p><b>CRITERIA EXAMPLES</b></p> <ul style="list-style-type: none"> <li>Home economy trends overseas</li> <li>General taxation</li> <li>Taxation specific to product/services</li> <li>Seasonality issues</li> <li>Market/trade cycles</li> <li>Specific industry factors</li> <li>Market routes trends</li> <li>Distribution trends</li> <li>Customer/end-user drivers</li> <li>Interest/ exchange rates</li> <li>International trade and monetary issues</li> </ul>
<p><b>CRITERIA EXAMPLES</b></p> <ul style="list-style-type: none"> <li>Lifestyle trends demographics</li> <li>Consumer attitudes and opinions</li> <li>Media views</li> <li>Law changes affecting social factors brand, company, technology image</li> <li>Consumer buying patterns</li> <li>Fashion and role models</li> <li>Major events and influences</li> <li>Buying access and trends</li> <li>Ethnic/religious factors</li> <li>Advertising and publicity</li> <li>Ethical issues</li> </ul>	<p><b>SOCIAL</b></p>	<p><b>TECHNOLOGICAL</b></p>	<p><b>CRITERIA EXAMPLES</b></p> <ul style="list-style-type: none"> <li>Competing technology</li> <li>Development</li> <li>Research funding</li> <li>Associated/dependent technologies</li> <li>Replacement technology/solutions</li> <li>Maturity of technology</li> <li>Manufacturing maturity and capacity</li> <li>Information and communications</li> <li>Consumer buying</li> <li>Mechanisms/technology</li> <li>Technology legislation</li> <li>Innovation potential</li> <li>Technology access, licensing, patents</li> <li>Intellectual property issues</li> <li>Global communications</li> </ul>

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/swotanalysisfreemtemplate.htm](http://www.businessballs.com/swotanalysisfreemtemplate.htm)