**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** | **political** | **economical** | **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 |  |  | 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** | **social** | **technological** | **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 |  |  | 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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