**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 legislationfuture legislation international legislation regulatory bodies and processesgovernment policies government term and changetrading policies funding, grants and initiativeshome market pressure- groupsinternational pressure- groupswars 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 trendscustomer/end-user drivers interest/ exchange rates international trade and monetary issues |
| **criteria examples** | **social** | **technological** | **criteria examples** |
| lifestyle trends demographics consumer attitudes and opinionsmedia viewslaw changes affecting social factorsbrand, company, technology image consumer buying patterns fashion and role models major events and influencesbuying access and trends ethnic/religious factors advertising and publicity ethical issues |  |  | competing technology development research funding associated/dependent technologies replacement technology/solutionsmaturity of technology manufacturing maturity and capacity information and communications consumer buying mechanisms/technology technology legislation innovation potential technology access, licencing, patentsintellectual 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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