**PEST Analysis Template**

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

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Political** | **Economic** | **Social** | **Technological** |
| Criteria Examples * Environmental regulations and protection
* Tax policies
* International trade regulations and restrictions
* Contract enforcement law
* Consumer Protection
* Employment laws
* Government organization / attitude
* Competition regulation
* Political stability
* Safety regulations
 | Criteria Examples* Economic growth
* Interest rates & monetary policies
* Government spending
* Unemployment policy
* Taxation
* Inflation rates
* Stage of the business cycle
* Consumer confidence
 | Criteria Examples* Income distribution
* Demographics, population growth rates
* Age distribution
* Labor / social mobility
* Lifestyle changes
* Work / career and leisure attitudes
* Entrepreneurial spirit
* Education
* Fashion, hypes
* Health consciousness & welfare, feelings on safety
* Living conditions
 | Criteria Examples* Government research spending
* Industry focus on technological effort
* New inventories and development
* Rate of technology transfer
* Life cycle and speed of technological obsolescence
* Energy use and costs
* (Changes in) Information Technology
* (Changes in) Internet
* (Changes in) Mobility Technology
 |

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.