Situation being analysed: [Situation]

PEST analysis (political, economic, 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
 |  |  | * 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
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| 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
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**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.