



**ENGLISH GOLF UNION**  
*...at the heart of golf*

# 1. Your **PEST** Analysis

**POLITICAL**

**ECONOMICAL**

**SOCIAL**

**TECHNOLOGICAL**

Understanding where you are now



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# Example **PEST** Analysis

<b>POLITICAL</b> Equal rights	<b>ECONOMICAL</b> Credit crunch Increasing debt
<b>SOCIAL</b> Less social time Working women	<b>TECHNOLOGICAL</b> Growth of internet Growth of mobile phones

Understanding where you are now