



# 1. Your **PEST** Analysis

<b>POLITICAL</b>	<b>ECONOMICAL</b>
<b>SOCIAL</b>	<b>TECHNOLOGICAL</b>

Understanding where you are now



# Example **PEST** Analysis

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