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 |

**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.