**PEST ANALYSIS**

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| --- | --- | --- | --- |
| **Item Under Investigation:** | [Investigation] | | |
| **Project:** | [Titlle] | | |
| **Analyst:** | [Name] | **Date:** | [Date] |

|  |  |  |
| --- | --- | --- |
| Element | Factor | Business Impact |
|  | **The element that has been identified** | **What is the business impact of this factor** |
| Political |  |  |
| Economic |  |  |
| Sociological |  |  |
| Technological |  |  |
| Legal |  |  |
| Environmental |  |  |