

PEST Analysis Template

Situation being analysed:

PESTLE analysis (political, economical, social, technological, legal, environment) assesses a market, including competitors, from the standpoint of a particular proposition or a business.

Political		Economic	
Criteria Example	Insert situational examples	Criteria Example	Insert situational examples
<ul style="list-style-type: none"> 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 wars and conflicts 		<ul style="list-style-type: none"> 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 	
Social		Technology	
Criteria Example	Insert situational examples	Criteria Example	Insert situational examples
<ul style="list-style-type: none"> 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 		<ul style="list-style-type: none"> 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 technology access, licensing, patents intellectual property issues global communications 	
Legal		Environment	
Criteria Example	Insert situational examples	Criteria Example	Insert situational examples
<ul style="list-style-type: none"> product regulations employment regulations competitive regulations patent infringements health and safety regulations legislative changes changes to regulating bodies trading regulations 		<ul style="list-style-type: none"> geographical location climate and weather waste disposal laws energy consumption regulation people's attitude towards the environment 	

