**PEST Analysis Template**

PEST Analysis is a standard business practice of evaluating the Political, Economic, Social, and Technological dimensions that can impact your organization and its markets. Its purpose is to identify potential threats and opportunities coming from the external environment over which the organization has no control but must anticipate when making strategic decisions.[[1]](#footnote-1)

* + **Political** - List issues related to tax, trade, and employment law, regulations and overall stability, all of which are likely to impact your business’ activities.
	+ **Economic** - List factors such as inflation, growth, interest rates, and the unemployment rate.
	+ **Social** - List issues such as culture, education, and demographics can influence the viability and development of your products and services.
	+ **Technological** - Technological development, internet use and government-sponsored research and development must also be examined in terms of any potential barriers or advantages for the business.

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| **S** | **Social** | List issues such as culture, education, and demographics can influence the viability and development of your products and services |  |
| **T** | **Technological** | Technological development, internet use and government-sponsored research and development should also be examined in terms of any potential barriers or advantages for the business |  |

1. Source: UpBoard [↑](#footnote-ref-1)