

PEST Analysis for \_\_\_\_\_

SWOT Context \_\_\_\_\_

Date of Analysis \_\_\_\_\_

<p>The list below is just to get you started. Remember to put these, and others that you add in the context of your organization or business.</p>	<p>About your organization. How might the factors listed on the left impact your business or part of the organization?</p>	<p>H - High M - Medium L - Low U - Undetermined</p>	<p>Time Frame: 0-6 mths 6-12 mths 12-24 mths 24 + mths</p>	<p>Type: Positive + Negative - Unknown</p>	<p>Impact: Increasing &gt; Unchanged = Decreasing &lt; Unknown</p>	<p>Relative Importance: Critical Important Un-important Unknown</p>
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**Political**

- Trading policies
- Funding, grants and initiatives
- Home market lobbying/pressure groups
- International pressure groups
- Wars and conflict
- Government policies
- Government term and change
- Elections
- Inter-country relationships/attitudes
- Terrorism
- Political trends

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**Economic**

- Local economy situation
- Local economy trends
- Overseas economies and trends
- General taxation issues
- Taxation changes specific to product/services
- Seasonality/weather issues
- Market and trade cycles
- Specific industry factors
- Market routes and distribution trends
- Customer/end-user drivers
- International trade/monetary issues
- Disposable income
- Job growth/unemployment
- Exchange rates
- Tariffs
- Inflation
- Interest and exchange rates
- Consumer confidence index
- Import/export ratios
- Production level
- Internal finance
- Internal cash flow

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**Social**

- Consumer attitudes and opinions
- Media views
- Law changes affecting social factors
- Brand, company, technology image
- Consumer buying patterns
- Major events and influences
- Buying access and trends
- Ethnic/religious factors
- Advertising and publicity
- Ethical issues
- Demographics (age, gender, etc.)
- Lifestyle changes
- Population shifts
- Education/Changes to system
- Trends/Fads
- Diversity
- Immigration/emigration
- Health
- Living standards
- Housing trends
- Fashion & role models
- Attitudes to work
- Leisure activities
- Occupations/Earning capacity
- Staff attitudes
- Management style
- Organizational culture

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**Technological**

- 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
- Inventions/Innovations
- New discoveries
- Research
- Energy uses/sources/fuels
- Communications
- Rate of obsolescence
- Health (pharmaceutical, equipment, etc.)
- Manufacturing advances
- Information technology/Internet
- Transportation
- Bio-tech

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