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| **Political** | **Economic** | **Ecological** | **Social** | **Technological** |
| * Food and Drug Administration regulatory compliance * Solid Waste Management Ordinance in Zamboanga City | * Competitive food industry | * Trend towards eco-friendly (e.g. biodegradable, recyclable) packaging | * Milk tea as a popular beverage in urbanized communities * Trends toward healthier food choices | * Online marketing trend |

**PEST Analysis**

Political

The FDA regulates how a business runs, particularly in food and drug since it is to be consumed. A business needs to comply with their rules from the manufacturing of the food to the cleanliness of the place where the food is to be distributed to its customers.

Aside from the regulations of making the food itself, there is also a concern in getting rid of the solid waste. Last 2017, Ordinance 2016-176 in Zamboanga City was implemented. This ordinance states that a business must clean their distance within 5 meters or a fine shall be imposed. These laws help in maintaining cleanliness but may be a risk when violent due to paying of fines.

Economic

Food is needed in order to survive thus it is a strategic business to pursue. Because of this, many food businesses have emerged from fast food chains to restaurants and cafes thus creating a competitive food industry. This affects the pricing range of the business, which only aims to appeal to the customers and keep the cash flow adequate in the business. There are a lot of other establishments that sell similar products like Healthtea that is why we keep our price to the range that our market can afford to increase our demand.

Ecological

People are well aware of global warming thus many are encouraged to recycle as a help to Earth which started the trend of eco-friendly packaging. This business aims to produce alongside our product, Healthtea, its packaging that has an earthy and fresh feel so that it can be reused as home materials to be of help, or ornament, and to lessen its negative impact to the environment.

Social

In urbanized communities, milk tea is a popular beverage because of its taste and it is said to have many benefits to the body. Fruit tea is also a popular drink, and so emerged the idea of Healthtea, a milk tea with fruit that appeals to this trend because people nowadays are engaged in buying food that are delicious but at the same time are healthy like food that have less sugar, more vitamins, and antioxidants.

Technological

With the digital age taking over, social media is where everybody is. Online marketing is very prevalent nowadays because of the attention that people can get from social media which makes advertising easier and more convenient. Healthtea will establish pages on social media platforms such as Facebook to attract people to buy the product to increase sales.