

PEST Analysis Template

Situation being analysed: _____

PEST analysis (political, economical, social, technological) assesses the current and future environment including stakeholders and competitors, from the standpoint of a particular community services agency

criteria examples current legislation future legislation regulatory bodies and processes government policies government term and change funding, grants and initiatives	political	economical	criteria examples specific industry factors Wage/Salary implications
criteria examples lifestyle trends demographics consumer attitudes and opinions media views law changes affecting social factors brand, company, technology image ethnic/religious factors advertising and publicity ethical issues	social	technological	criteria examples 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, licencing, patents intellectual property issues global communications