

OUTSIDE INFLUENCES — P.E.S.T.

This is a standard test that every business should do at least once a year. It's especially important if you are starting a business because it will help you to identify some of the factors that will affect your business that you might have no control over. However, when you identify these influences, try to think of ways that you can overcome these challenges.

Outside influence	Important to business?		Effects on your business
	Yes	No	
Political Influences:			
Economic Influences:			
Social Influences:			
Technological Influences:			