

# PEST Analysis Template





# PEST Analysis Template

- PEST stands for:
- P - Political
- E - Economic
- S - Socio-Demographic
- T - Technological

**Political**  
Government Tax  
Policies  
Wage Rates  
Regulations  
Standards

**Economic**  
Interest Rates  
FX Rates  
Inflation  
GDP Growth

**Socio-  
Demographic**  
Population  
Growth  
Education  
Health

**Technological**  
R&D  
Science  
Innovation

# PEST Analysis Template

- Identify Political issues which are likely to impact your business.

Political  
Government Tax  
Policies  
Wage Rates  
Regulations  
Standards



# PEST Analysis Template

- Identify Economic issues which are likely to impact your business.

Economic  
Interest Rates  
FX Rates  
Inflation  
GDP Growth

# PEST Analysis Template

- Identify Socio-Demographic issues which are likely to impact your business.

Socio-  
Demographic  
Population  
Growth  
Education  
Health

# PEST Analysis Template

- Identify Technological issues which are likely to impact your business.

Technological  
R&D  
Science  
Innovation



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