PEST Analysis

This is an alternative method for "scanning" the environment in which an organization operates. By answering the four following questions one can enhance the standard SWOT analysis.

What POLITICAL trends exist that will help or hinder the business? (e.g. terrorist threats, national unrest, etc.)

	Political Trend	How the Trend helps or hinders the Business
1.		
2.		
3.		
4.		

What ECONOMIC trends exist that will help or hinder the business? (e.g. current stage of the business cycle)

	Economic Trend	How the Trend helps or hinders the Business
1.		
2.		
3.		
4.		

What SOCIAL and DEMOGRAPHIC trends exist that will help or hinder the business? (e.g. aging population)

	Social/Demographic Trends	How the Trends help or hinder the Business
1.		
2.		
3.		
4.		

What TECHNOLOGICAL trends exist that will help or hinder the business? (e.g. wireless Internet)

	Technological Trend	How the Trend helps or hinders the Business
1.		
2.		
3.		
4.		

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