

PEST ANALYSIS TEMPLATE

P POLITICAL		E ECONOMIC	
REGULATIONS & GOVERNMENT OVERSIGHT		BUSINESS CYCLES	
LEGISLATIVE CHANGES		INFLATION AND INTEREST RATES	
TAXES		ECONOMIC GROWTH	
LEGAL ISSUES		STABILITY OF FINANCIAL MARKETS	
EMPLOYMENT ISSUES & WAGE REGULATIONS		EMPLOYMENT RATES	
TRADING & EMBARGO POLICIES			
S SOCIAL		T TECHNOLOGICAL	
DEMOGRAPHICS		MANUFACTURING INNOVATIONS	
EDUCATION		RECENT TECHNOLOGICAL DEVELOPMENTS	
INCOME DISTRIBUTION		PATENTS / LICENSES	
LIFESTYLE TRENDS		COMMUNICATION & INFORMATION TECHNOLOGY TRENDS	
CULTURE		INTELLECTUAL PROPERTY	