

**PEST Analysis for:** \_\_\_\_\_

Date of analysis: \_\_\_\_\_

A PEST analysis is used as a framework for analysing an organisation's external macro environment. It provides an easy to understand snapshot of the factors and changes external to the business.

Political	Economic
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>
Social	Technological
<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>	<ul style="list-style-type: none"><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li><li>•</li></ul>

Learn more about PEST analysis at: [www.focus-on-training.co.uk/ba-resources](http://www.focus-on-training.co.uk/ba-resources)