PEST Model

The PEST (Political, Economic, Social, Technological) model is a strategic tool used to analyse external factors that can impact an organisation. Here's how to use it:

1. Political: Examine government policies, regulations, and political stability. Consider factors such as tax policies, trade restrictions, and political events that could affect your business.

2. Economic: Assess the economic environment, including inflation rates, interest rates, economic growth, and exchange rates. Understand how these factors influence purchasing power and consumer behaviour.

3. Social: Analyse societal trends and cultural factors. Consider demographics, lifestyle changes, consumer attitudes, and social behaviours that might impact your market.

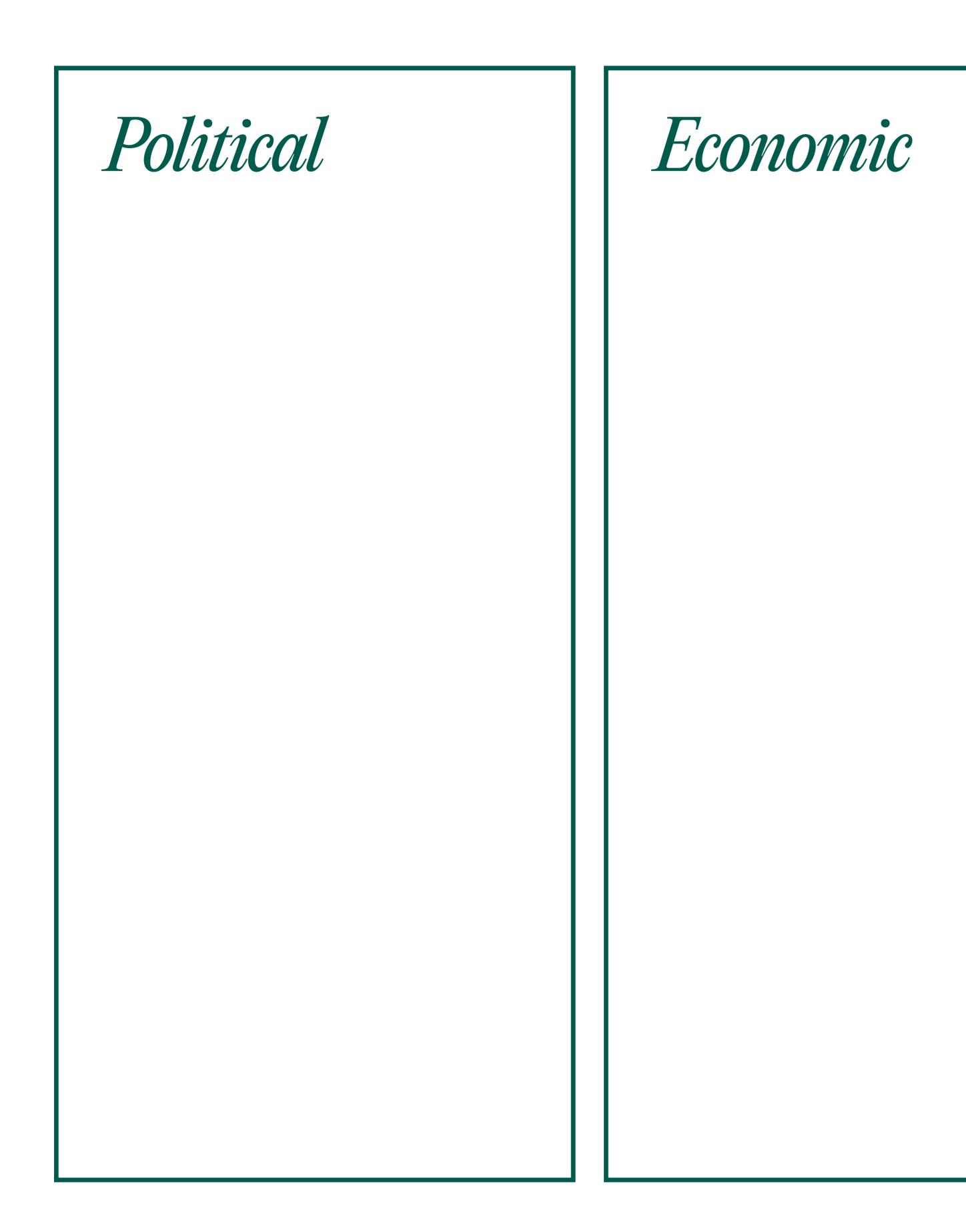
4. Technological: Evaluate the impact of technological advancements and innovations. Look at the rate of technological change, R&D activity, automation, and technology incentives.











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