

PEST ANALYSIS

Product:	Completed by:	Date:
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Segment description: <Write short description here>	Read the market segmentation insight paper for more information on this section →	TAM	% penetration
		£ revenue	% margin

<p>Political (and legal)</p> <p>What government policies could be beneficial (or detrimental) to product success? Is the political environment likely to change?</p> <ul style="list-style-type: none"> • Political stability. • Government policy. • Trade/safety/employment/consumer protection regulations. • Tax policy. • Trade restrictions. • Bureaucracy. • Corruption. 	<p>Economic</p> <p>What economic factors are likely to affect our product? How does the performance of the economy affect our product? How are things like pricing, revenue, costs impacted?</p> <ul style="list-style-type: none"> • Inflation. • Interest rates, exchange rates. • Growth. • Unemployment rates, consumer disposable income. • Monetary policy, availability of credit. • Labour costs. • Seasonal factors.
<p>Social (and environmental)</p> <p>How do social attitudes, beliefs and behaviours influence customer buying habits in our target market? How do cultural trends and human behaviour impact our product?</p> <ul style="list-style-type: none"> • Cultural awareness. • Demographics. • Lifestyle. • Attitude and shared beliefs about things like money, borrowing, imports, health, work, leisure, immigration, the environment. • Education. 	<p>Technology</p> <p>What technology advancements or innovations are coming? How will the impact our products, our operations and our customers? How will they force change on us or our customers? Can we leverage them?</p> <ul style="list-style-type: none"> • Infrastructure. • Legislation. • Access. • Advancements and emerging technologies. • Adoption rates. • Lifecycles. • Investment, R&D, incentives.