

# PEST – Environmental Analysis Template

<p><b>POLITICAL</b></p> <p><i>Potential change of government</i> <i>Equal rights</i> <i>Environmental legislation</i></p>	<p><b>ECONOMIC</b></p> <p><i>Credit crunch</i> <i>Increasing debt</i> <i>Rising costs</i></p>
<p><b>SOCIAL</b></p> <p><i>Increase in working hours</i> <i>Working women</i> <i>Growing &amp; ageing population</i></p>	<p><b>TECHNOLOGY</b></p> <p><i>Growth of internet</i> <i>Mobile phones and text messaging</i> <i>Online purchasing</i></p>