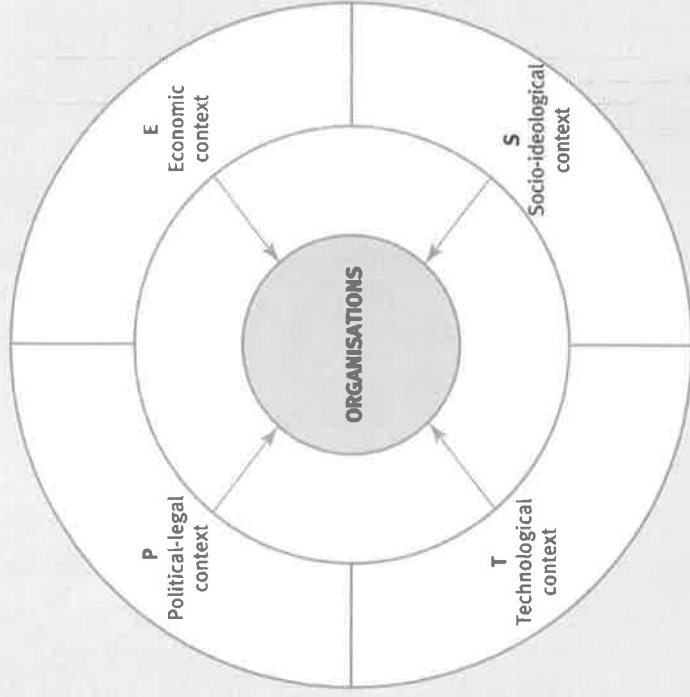




PEST Analysis – PPT Slide

POLITICAL

- Monopolies legislation
- Environmental protection laws
- Taxation policy
- Foreign Trade regulations
- Government Type & Stability
- Employment Law
- Regulation / De-Regulation Trends
- Likely Political Change

ECONOMIC

- Business Cycle Stage
- Globalization
- Unemployment
- Interest rates
- Money supply
- Inflation
- Disposable income / Distribution
- Energy availability and cost
- Likely Economic Change

SOCIAL

- Population demographics
- Income distribution
- Social mobility
- Lifestyle changes
- Attitudes to work and leisure
- Consumerism
- Levels of education / Health
- Employment Patterns / Attitudes to work
- Likely Socio-Cultural Change

TECHNOLOGICAL

- Impact of Emerging Technologies
- Impact of Internet
- Government spending on research
- Reduced Communication Costs
- New discoveries / development
- Impact of Technology Transfer
- Speed of Technology Transfer
- Likely Technological Change

Contextual influences on organisations

Rollinson (2008)