

An enterprise will be able to use PEST analysis when it has identified all internal and external factors it needs to review. This analysis will help them to make a judgement how each factor can have an impact on the business.

Political (government and laws)	
Economic (money and the amount people may have)	
Social (how people may think/act/trends - for example people may want to rent houses instead of buy)	
Technological (how technology, phones/internet/websites will affect Crucible)	

PEST Analysis Example

P	E	S	T
Political	Economic	Social	Technological
<ul style="list-style-type: none"> - Government provides a £5,000 subsidy towards the purchase of electric cars. - Electric vehicles are exempt from emissions tax. - Government policy is to have 50% of cars powered by petrol in 5 years. 	<ul style="list-style-type: none"> - Inflation rate is low but likely to rise soon. - Import duties are low for batteries. - Electricity price is both inexpensive relative to other countries, and stable. 	<ul style="list-style-type: none"> - Millennials want cleaner cars. - Low range of vehicles is off putting to consumers. <ul style="list-style-type: none"> - There is status associated with owning an electric car. - You people strive to be environmentally friendly. 	<ul style="list-style-type: none"> - There is a lack of charging stations. This is very slowly changing. - Batteries are unlikely to charge more quickly for the foreseeable.