

# PEST ANALYSIS MATRIX TEMPLATE

## *MS-Word Templates User Guide*

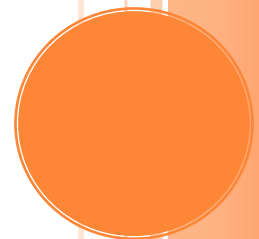
A PEST analysis is a useful strategic planning to revenue and analyse the impact of the macro-environment in which the organization operates. The template allows up to 10 factors to be entered and presented for each of the categories: Political, Economic, Social and Technological that forms the framework for the PEST analysis.

The MS-Word template allows the user to tabulate and present the results of portfolio analysis in a Word document or report.

The template can be downloaded from [The Business Tools Store](http://www.businesstoolsstore.com)

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8/6/2012



# PEST ANALYSIS MATRIX TEMPLATE

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## 1 INTRODUCTION

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## 2 USER INSTRUCTIONS

### 2.1 USER INSTRUCTIONS MS-WORD

The MS-Word document facilitates presentation of the results of the PEST analysis in a report/business plan or other MS-Word document.

**PEST Analysis for \_\_\_\_\_ Date \_\_\_\_\_**

3 POLITICAL FACTORS	4 ECONOMIC FACTORS
<ul style="list-style-type: none"> <li>• Political Factor 1</li> <li>• Political Factor 2</li> <li>• Political Factor 3</li> <li>• Political Factor 4</li> <li>• Political Factor 5</li> <li>• Political Factor 6</li> <li>• Political Factor 7</li> <li>• Political Factor 8</li> <li>• Political Factor 9</li> <li>• Political Factor 10</li> </ul>	<ul style="list-style-type: none"> <li>• Economic Factor 1</li> <li>• Economic Factor 2</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>
5 SOCIAL FACTORS	6 TECHNOLOGICAL FACTORS
<ul style="list-style-type: none"> <li>• Social Factor 1</li> <li>• Social Factor 2</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>• Technological Factor 1</li> <li>• Technological Factor 2</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> <li>•</li> </ul>

*Caption xxx*

MS-Word template can be copied and pasted into any MS-Word document.

Once it is pasted into the desired location in the document, it can be edited as any standard MS-Word table would be.

**Title:** Enter a relevant and clear title that is meaningful in the context of the rest of the document.

**Date:** It is important that the reader be aware of the date when the PEST analysis was carried out as factors may have changed.

**Editing the Cells:** To edit the individual cells simply type the various entries in the appropriate cell. The individual cells can be formatted by deleting the entries not used. The unused bullets can be disabled by using the standard formatting option in MS-Word to change the “bullets” option to “none”.