*Marketing Dynamics* Unit 3

# Activity 3-6 PEST Analysis

Directions

Prepare a PEST analysis for your company. Be candid about the political, economic, social, and technological environments in which your business is operating.

## PEST Analysis

1. Use the information you gathered in Unit Activity 2-1 and Unit Activity 3-5 to complete this analysis. Add more lines if necessary. This document will be included in the Appendices of your marketing plan.

<<Your Company Here>>

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| **Political** | **Economic** | **Social** | **Technological** |
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1. Ask your instructor where to save your documents. This could be on the school’s network or a flash drive of your own. Name your Word document FirstnameLastname\_UnitActivity3-6.docx (i.e., JohnSmith\_UnitActivity3-6.docx).