4.01

Why is it difficult for .... (1) to plan for the future? Because it isn't easy to know what's going to happen in this .... (2) we live in. How can a business ever know what will have an impact on its .... (3) and success? In today's session we'll look at a popular tool to plan .... (4) called PEST analysis. That's P-E- S-T. PEST is an acronym and the four letters stand for the different types of .... (5) that a business has to face and generally has no .... (6) over. By external factors I mean influences .... (7) a company that can however impact a business. So, what do the letters P-E-S-T stand for? Well, P stands for .... (8) as you might guess. E means .... (9). S stands for factors and finally Trefers to .... (10) 'Technological factors'. I should mention there is also an extended version of PEST analysis called 'PESTLE' - that's P-E-S-T-L-E, which puts .... (11) and .... (12) factors into additional categories. Anyway, going back to PEST, let's look at some examples we can put into each category so you get a .... (13) picture. Then later I'll get you to apply .... (14) to a company you know well. You don't have to .... (15) as all of this information is on the intranet.