

Management StartUP



Analyse the environment in which your business operates and how it affects you and your competition

PEST analysis

TOOL MANUAL
MN11

ABOUT US



The staff of Online Management Solutions Ltd is trained on providing services for establishing and developing new entrepreneurial activities, as well as providing online services for businesses, and especially the media.

Our Vision

The website managementstartup.com was created by Online Management Solutions Ltd.

It stands as one of our first creations and it focuses on developing and providing research tools that can help people who are close to their entrepreneurial startup.

Management Startup was created by people with a high educational level and vast experience in the field of research and development of new tools for entrepreneurship.



GENERAL DESCRIPTION



PEST analysis is a strategic tool used in Marketing that is used to analyse the macroenvironment of an enterprise. Specifically, PEST analysis examines the following:

The Political Environment

The Political Environment leads to political stability, laws, the political regime and the governmental form. These and other factors of the environment can even allow or forbid the operation of a business. The political environment also includes the environment that operates at a local level (e.g. Local and regional management)

The Economic Environment

The Economical Environment relates to the economic life of a country or society. Factors that affect the economic environment include interest rates, inflation rates, economic development etc.

The Social Environment

The structure of society, the perceptions of citizens of a specific community, demographics, psychographics and other such criteria indefinitely affect an enterprise that is active in society and this is why PEST analysis is implemented and examined.

The Technological Environment

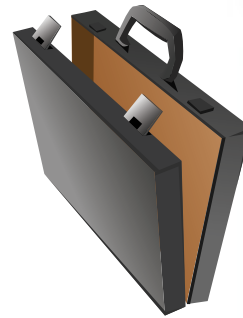
Finally, the technological environment has a definitive role to transform the Macroenvironment. Innovation, barriers to entry relating to technological achievements and the transfer of technology all constitute crucial issues that are defined at this point.

TOOL USAGE

It is advised that this tool is used by the leadership team of the business (Board of Directors) and/or by the entrepreneur. It is possible that the user may need the assistance of an Entrepreneurship Consultant due to the specialisation of the tool.

Type of business

Startups
New Ventures
Existing Companies
Consultans
Training Organisations



Size of business

Micro
SMEs
Corporations

Field of business

Services
Manufacturing
Trade



TYPE OF TOOL: Form

YEAR: 2012

TIME NEEDED: 45'-60'

FREQUENCY: Yearly



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