**[A picture containing text

Description automatically generated](https://www.smartsheet.com/try-it?trp=11598&utm_source=integrated-content&utm_campaign=/content/pest-analysis-template&utm_medium=SWOT+and+PEST+Analysis+doc+11598&lpa=SWOT+and+PEST+Analysis+doc+11598)SWOT AND PEST ANALYSIS TEMPLATE**

Edit the SWOT and PEST Analysis Template prompts below to match your own text.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **S** | STRENGTHS |  | **P** | POLITICAL |
| Superior Qualities |  | Regulations and Government Oversight |
| Best Revenue Sources |  | Legislative Changes |
| Core Competencies |  | Taxes |
| Overall Advantages |  | Employment and Wage Issues |
| Qualities |  | Regulations and Government Oversight |
| **W** | WEAKNESSES |  | **E** | ECONOMIC |
| Incompetencies |  | Business Cycles |
| Sources of Revenue Loss |  | Inflation, Interest Rates, and Financial Markets |
| Resource Deficits |  | Economic Growth |
| Areas of Improvement |  | Employment Rates |
| **O** | OPPORTUNITY |  | **S** | SOCIAL |
| Technological Advancements |  | Demographics |
| Evolving Customer Needs |  | Education |
| Market Voids |  | Income Distribution |
| Favorable Trends |  | Lifestyle Trends and Culture |
| **T** | THREATS |  | **T** | TECHNOLOGICAL |
| Obstacles |  | Manufacturing Innovations |
| Economic Climate |  | Recent Technological Developments |
| Market Shifts |  | Patents, Licenses, Intellectual Property |
| Areas of Vulnerability |  | Communication and Information Tech Trends |

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