## P.E.S.T Analysis (opportunities & threats)

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**EXAMPLE: P.E.S.T. Factors**

## Sociocultural / Enviro.

**Political / Legal**

Government Policies Government Stability Employment & Wage Legislation Land Use Agreements

Native Title Legislation

PBC Governance Frameworks Indigenous Procurement Policies Environmental Regulation

**Economic**

Macroeconomic Trends National/Regional Economies Distribution of Wealth Financial Security Employment Levels

Income Trends Fuel & Overhead Costs Wage & Training Costs

**Technological**

Technology Products & Use Internet and Online Interactive Device Use E-data Exchange

Big Data & Data Analytics

GPS Tracking Security technologies

Environmental / Sustainability Ethics & Responsibility Cultural Wellbeing

Changing Work Patterns Health Wellbeing Trends Educational & Childcare Trends Demographic Trends (e.g. age) Food Security

**Macro environment - P.E.S.T.**

**Analysis:** Political, Economic, Sociocultural & Technological

1. What are the broad/

MACRO

### external factors currently affecting the PBC?

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### Which are the most

important?

## SWOT Analysis

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**Synthesising External & Internal**

Start with the externally-driven Opportunities and Threats, then identify internal strengths and weaknesses to meet these opportunities and threats…:

External to PBC

Internal

# Opportuniti es

**S.W.O.T.**

Threats

to PBC

# Strengths Weaknesse

## Distilling the SWOT Analysis

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***PRIORITISE, EVALUATE & QUANTIFY (where possible)***

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**EXAMPLE: PBC SWOT Factors**

#### OPPORTUNITIES / THREATS (external to the PBC)

Economic Changes • Unemployment levels, distribution of wealth, disposable incomes, interest rates Social Changes • Ageing population, two-career families, changing lifestyles, shifting health and

childcare needs, changing education and training needs

Community Changes • Changing needs and wants, beliefs & attitudes, perceptions and trust in the PBC Suppliers • Bargaining power, production capability, flexibility, reliability, relationships and trust

Competitors • Existing/new competition, direct/indirect competition, likely competitor strategies & reaction

Social Expectations • Ethics, sustainability & responsibility

Legislation • Competition policy, Native Title determination, land use agreements, Indigenous Procurement Policy (IPP)

#### STRENGTHS / WEAKNESSES (internal to the PBC)

Product and Services Range • Ability to meet the needs of the PBC’s community

Management • Skills and capabilities, leadership & vision, strategy, cohesiveness

Marketing & Communications • Skills and capabilities, effectiveness, market research, PBC and products/services

branding, communications

PBC Team • Flexibility, skills, demographics (e.g. age), no. of employees to meet PBC community needs

PBC Governance • Governance structures, procedures, reporting

PBC Financial Position • Cost structures, revenue and profit mix, cash flows, assets, long-term and short-term

revenue streams