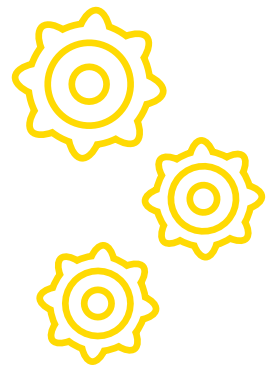


Market Analysis

Toolkit



PEST Analysis Worksheet

Use this worksheet to analyze the changes happening around your organization. Write down the opportunities arising and the threats that could be caused by each of the factors you have identified.

	Factor	Opportunity	Threat
Political			
Economical			
Socio-Cultural			
Technological			

SWOT Analysis Worksheet

Use this worksheet to analyze the different factors that may affect your organization. Write down the strengths and weaknesses (internal factors) as well as the opportunities and threats (external factors) that you identify for your organization.

STRENGTHS What advantages does your organization have? What unique resources can you draw on? What do people see as your strengths?	WEAKNESSES What could you improve? What could you avoid? What are others likely to see as weaknesses?
OPPORTUNITIES What opportunities are you aware of? What trends can you take advantage of? How can you turn your strengths into opportunities?	THREATS What obstacles do you face? What are your competitors doing? What threats are you exposed to in your country/town?