

Title

	Political	Economic	Social	Technological
Option 1	+/- Political factors affecting the feasibility of Option 1	+/- Economic factors affecting the feasibility of Option 1	+/- Social factors affecting the feasibility of Option 1	+/- Technological factors affecting the feasibility of Option 1
Option 2	+/-	+/-	+/-	+/-
Option 3	+/-	+/-	+/-	+/-
Option 4	+/-	+/-	+/-	+/-

In each box, write a short list of the main factors that affect the option's feasibility. Based on the factors, summarize their impact with a plus sign (+), a minus sign (-), or a mixture of the two (+/-)

Based on your PEST chart, which option do you recommend? Why? Write your answer below: