



E-Commerce Developer training

Module BM01: Project Planning

Individual exercise

Having in mind your future e-business try to elaborate a **PEST** Analysis and a **SWOT** Analysis filling in the tables below with **three (3)** factors/elements in each category.

PEST Analysis

<u>Political</u>	<u>Economical</u>
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<u>Social</u>	<u>Technological</u>
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____

SWOT Analysis

<u>Strengths</u>	<u>Weaknesses</u>
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<u>Opportunities</u>	<u>Threats</u>
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____
<ul style="list-style-type: none">_____	<ul style="list-style-type: none">_____