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## Perform a PEST Analysis

The **PEST analysis** is a technique most commonly used to measure a market. The PEST is used to understand the **P**olitical, **E**conomic, **S**ocial, and **T**echnological aspects of your chosen topic. PEST is an important tool because it encourages thinking about the big picture, anticipating trends and preparing for possibilities in the future.

Use the template provided below to fill in each category with *at least* 6 bullets. Do not feel limited to use only the prompts provided, be creative, think of different scenarios that can impact your business. The two most important aspects of this assignment are your research and your conclusion. Be specific and *cite your sources*.

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PEST Analysis Document

<b>Prompts</b>	<b>Political</b>	<b>Economical</b>	<b>Prompts</b>
environmental current legislation future legislation funding, grants and initiatives wars and conflicts political trends	Animal Testing  Could distract politicians with beauty  I don't really see how blotting papers affects the government	Price point among competitors  Peak sales in the summer  Will decrease unemployment because I'd make it made in the USA	seasonality economic growth government spending consumer confidence unemployment
<b>Prompts</b>	<b>Social</b>	<b>Technological</b>	<b>Prompts</b>
demographics media views brand, company, technology image` fashion & role models current events & influences ethical issues education health & welfare	Mainly female market, some males though  Used by people of all ages  Improve self confidence  Well being of people by removing oil	There are many blotting papers out but none do what I want. They all remove oil and "don't disturb makeup" but none add it.	competing technology information & communications innovation potential global communications new inventions bio-tech energy use & costs

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Once you have researched the different trends in your particular market you must develop a conclusion. What does the big picture of your business look like? Is there room in the current economy for your product/service? Is there room to grow? This analysis should be at least one page in length.

Conclusion:

I have done research on the different brands of blotting papers. There are brands such as, NYX, Sephora brand, Shiseido, Boscia, Tatcha, Tarte, Walgreen's Brand, Clean & Clear, and CVS Brand all produce blotting sheets. All with the exception of CVS, Walgreen's and Clean & Clear are sold at Ulta's and Sephora's. Mac also produces blotting sheets that are exclusive to their stores.

Boscia offers a variety of blotting papers. They offer green tea, pink peppermint, charcoal, and clear complexion. Sephora's brand offers herbal rose, mattifying, calming natural tea tree, bamboo charcoal, and cooling mint. Most of the papers are made of rice paper and Sephora offers one made of a fabric and plastic blend.

Companies also make translucent/mattifying powder which does the same thing but with the inconvenience of applying powder. My papers would conceal blemishes and even skin tone whilst removing the oil and dirt on your skin. I've used blotting papers and have talked to people who have as well. Their results were the same as mine. It removed the oil but took makeup with it. I have tried a few brands and they did disturb the makeup. I had to go in and apply powder after using the sheet.

There is room for my product seeing as there are only a handful of brands that produce blotting papers which are and aren't the same idea as what I have. I could expand my business to different kinds of blotting papers. I could do straight up blotting papers, bronzer sheets, blush sheets, highlighter sheets etc. Our business would strictly be in the United States. We could sell the product over seas but it will still be made in America. The packaging would remain gender neutral to avoid discrimination.