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A PEST analysis about Samsung provides insight into the companies influence, success, and power among four primary macro-environmental factors. All companies are susceptible to these factors (political,

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economic, social, and technological). By the end you'll have a grasp of what a PEST analysis is, but if not, the answer is a click away.

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among four primary macro-environmental factors. All companies are susceptible to these factors (political, economic, social, and technological). By the end you'll have a grasp of what a PEST

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operates in the “White Goods” market or the market for consumer appliances and gadgets. The company that is a South Korean family owned business has global aspirations and as the recent expansion into newer markets has shown, Samsung is not content with ...

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The macro environment of Samsung is mainly understood through PEST analysis as will be evident in this report. Currently, the main competitors of Samsung are the players in the smartphone industry as shown in the diagram below (Ferrell & Hartline, 2010).

**Samsung:
Background, PEST**

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Analysis, Recommendation ...

SAMSUNG. By. Y Reddy shanthi. f WHAT IS PEST ANALYSIS. A PESTEL analysis is a framework or tool. used by marketers to analyze and monitor the. macro-environmental (external marketing. environment) factors that have an impact on an. organization.

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Rachelle Ahmad Talaye
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Laurence Zweegers
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Company This paper is
about the

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In the recent period, it has focused on making products that help people lead a better and smarter lifestyle. However, because of operating in a global market, the brand is also subject to various kinds of pressures. This is a PESTEL analysis of

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the brand analyzing how Samsung is affected by the political, economic, social, technological, environmental, and legal forces.

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Samsung Electronics

Samsung is an

international and highly presumed electronic company founded 1969 and its headquarters are found in South Korea. Its main competitors are Apple, LG, Sony and HTC and many other electronic companies. It has been growing on daily basis and its revenue has also been in tremendously.

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PESTEL Analysis of Samsung Electronics

What is PEST Analysis?

PEST is an acronym for Political, Economic, Social and

Technological. This analysis is used to assess these four external factors in relation to your business situation.

Basically, a PEST analysis helps you determine how these factors will affect the performance and

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activities of your
business in the long-
term.

PEST Analysis Ultimate Guide: Definition, Template, Examples

Emerson Electric SWOT
and PESTLE Analysis

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services for a wide range of industrial, commercial, and consumer markets by utilizing technology and engineering together since 1890.

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October 4, 2017.

PESTEL is a strategic analytical tool used to assess the impact of external factors on

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businesses. Samsung
PESTEL analysis
involves critical
analysis of political,
economic, social,
technological,
environmental and
legal factors affecting
the multinational
electronics company.

Samsung PESTEL Analysis - Research- Methodology

Samsung: Background,
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Post author By Joseph •

Post date August 30,

2017 Introduction and
Background of the

Company This paper is
about the micro and

macro factors affecting
the chosen company

with particular focus on
Political,

Environmental, Social,
and Technological

(PEST) analysis.

Samsung is one of the
world largest

companies that mainly
focus on electronic ...

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PEST Analysis (political, economic, social and technological) is a management method whereby an organization can assess major external factors that influence its operation in order to become more...

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Samsung **Definition -**

investopedia.com

The engineering industry in India manufactures a wide range of products, with heavy engineering goods accounting for bulk of the production. Most of the leading players are engaged in the production of heavy engineering goods and mainly produces high-value products using high-end technology.

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Analysis of the Engineering Industry - UK Essays

Now days, the engineering sector has a huge cliental base (Chambers, Cleveland, Kleinerm & Paul, 2003). Technological: The last factor to be taken into consideration while conducting the PEST analysis refers to the change in technology (Buffet, 2011). More emphasis is being put

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upon the R & D
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