

# Pestel Analysis Of The Macro Environment

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PESTEL analysis provides great detail about operating challenges GoPro, Inc. will face in prevalent macro environment other than competitive forces. For example an Industry may be highly profitable with a strong growth trajectory but it won't be any good for GoPro, Inc. if it is situated in unstable political environment.

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The PESTEL/PESTLE Analysis is a strategic management tool that determines the effects of the industry's remote or macro-environment on the company. Tesla's case involves the remote or macro-environment of the automotive industry, the energy generation industry, and the energy storage industry.

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A strategic analysis tool that examines several distinct categories in the macro environment: political, economic, sociocultural, technological, environmental, and legal. political factors PESTEL factor that identifies political activities in the macro environment that may be relevant to a firm's

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This is a PESTEL analysis of Volkswagen that discusses how various forces in the business environment are affecting its business. PESTEL is an acronym for political, economic, social, technological, environmental and legal.

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