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analysis for construction industry Thus, through this guide, we will give you an in-depth idea of how to do a pestle analysis of any company. What is a pestle or pest analysis? A pestel analysis is helpful in identifying the factors that may cause changes in your business market. You can also use this tool to analyze the market. It will help you make marketing plans accordingly. A company considers six factors while doing a Pestle analysis: P - Political; E - Economical; S - Sociological How to do Pestle Analysis - A Killer Guide ... 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 activities of your business in the long-term. Understanding Pest Analysis with Definitions and Examples Microsoft's PESTEL/PESTLE Analysis - Recommendations This PESTEL/PESTLE analysis of Microsoft Corporation highlights a variety of opportunities that can boost the company's growth and expansion in the global computer hardware and software

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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.

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