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Nissan PESTEL & Environment Analysis

Nissan Motor Company Ltd is an automotive manufacturer from Nishi-ku, Japan. The company was founded by Yoshisuke Aikawa in 1934. Nissan struggled to established itself as a global automotive leader and formed a Renault-Nissan alliance in 1999.

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PEST Analysis The PEST model aims to examine the external environment of Nissan, which in this case is the automobile industry. We will particularly expand on the political, economic, social and technological aspects.

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PESTEL Analysis The PESTEL framework evaluates the external environment variables to identify general opportunities and risks of particular strategies. 3.1 Political With selling cars in 17 countries.Tesla Motors has to deal with distinctive political patterns influencing its business operations.One of the major political factors affecting the industry is environmental protection laws to induce production of more environmental cars to meet strict emission levels.

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SWOT Analysis of Nissan Motors - The Strategy Watch

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PESTEL or PESTLE analysis, also known as PEST analysis, is a tool for business analysis of political, economic, social, and technological factors. PESTLEanalysis.com is an educational website collecting all the information and resources related not only to PESTLE but also SWOT, STEEPLE and other analysis that will come useful to business owners ...

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FRAMEWORK FOR COMPETITOR ANALYSIS Framework of competitive analysis provides are clear picture of the Nissan’s competitor strategic moves, strength, weakness and their current performance.

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2.4 PEST Analysis of Nissan Motor Company PEST analysis is concerned by the external environmental influences on a business which the firm operates. The acronym of PEST stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business.

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How to do Pestle Analysis - A Killer Guide ...

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