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PESTLE Analysis of Samsung. Introduction. Samsung is a global conglomerate that 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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Samsung PESTLE Analysis examines the various external factors like political, economic, social, technological (PEST) which impacts its business along with legal & environmental factors. The PESTLE Analysis highlights the different extrinsic scenarios which impact the business of the brand. PESTLE analysis is a framework which is imperative for companies such as Samsung, as it helps to understand market dynamics & improve its business continuously.

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PESTEL is a strategic analytical tool used to assess the impact of external factors on businesses. Samsung PESTEL analysis involves critical analysis of political, economic, social, technological, environmental and legal factors affecting the multinational electronics company. Political Factors in Samsung PESTEL Analysis

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

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Using the PESTLE analysis, we are able to analyze the six external Macro environments in which companies must operate in, and the factors that have an impact on a company, in this case, Samsung Mobile. These are: Political, Economic, Socio-Cultural, Technological, Legal and Environmental.

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(Samsung) is a South Korean multinational electronics manufacturer with headquarters in Suwon, South Korea It's a flagship subsidiary of the Samsung Group and by the end of 2004 was responsible for \$78.5 billion of the ...

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