

<b>P</b> Political	<b>E</b> Economical	<b>S</b> Social	<b>T</b> Technological	<b>L</b> Legal	<b>E</b> Environment
<ul style="list-style-type: none"> <li>Political and government stability</li> <li>Political orientation</li> <li>Local and National elections</li> <li>Taxation (current &amp; future)</li> <li>Trade Unions</li> <li>Wars (both home and international)</li> <li>Pandemic policies</li> <li>Grants, and other funding</li> <li>Pressure groups</li> </ul>	<ul style="list-style-type: none"> <li>National debt</li> <li>Consumer spending</li> <li>Government Spending (current &amp; future)</li> <li>Inflation</li> <li>Unemployment levels</li> <li>Taxation</li> <li>Exchange rate</li> <li>Supply chain volatility</li> <li>Overall economic situation</li> </ul>	<ul style="list-style-type: none"> <li>Demographics</li> <li>Customer attitudes and buying patterns</li> <li>Media</li> <li>Influencers and role models</li> <li>Brand image</li> <li>Ethical issues</li> <li>Consumer spend</li> <li>Post pandemic lifestyle changes</li> <li>Cultural shifts</li> </ul>	<ul style="list-style-type: none"> <li>Technology demand</li> <li>Technology development (current &amp; future)</li> <li>Levels of research and development funding</li> <li>Intellectual property rights &amp; copyright</li> <li>Lifecycle of a product</li> <li>Government investment in technology</li> <li>Internet connectivity</li> </ul>	<ul style="list-style-type: none"> <li>Legislation in areas such as competition, Health &amp; Safety and employment laws</li> <li>Environmental legislation</li> <li>Changes and effects of EU law and Brexit</li> <li>Pandemic law changes</li> <li>Regulatory bodies</li> </ul>	<ul style="list-style-type: none"> <li>Global warming</li> <li>Pollution levels</li> <li>Plastic waste</li> <li>Attitude of customers, media, protestors, and law makers on the environment</li> <li>Renewable energy</li> <li>Deforestation</li> <li>Green issues</li> <li>Sustainability</li> <li>Environmental protection</li> </ul>

# Pestel Analysis Industry Example

**Maxim Lachmann**



### **Pestel Analysis Industry Example:**

Handbook of Research on Decision-Making Techniques in Financial Marketing Dinçer, Hasan, Yüksel, Serhat, 2019-12-27  
Consumer needs and demands are constantly changing. Because of this, marketing science and finance have their own concepts and theoretical backgrounds for evaluating consumer-related challenges. However, examining the function of finance with a marketing discipline can help to better understand internal management processes and compete in today's market. The Handbook of Research on Decision Making Techniques in Financial Marketing is a collection of innovative research that integrates financial and marketing functions to make better sense of the workplace environment and business-related challenges. Different financial challenges are taken into consideration while many of them are based on marketing theories such as agency theory, product life cycle, and optimal consumer experience. While highlighting topics including behavioral financing, corporate ethics, and Islamic banking, this book is ideally designed for financiers, marketers, financial analysts, marketing strategists, researchers, policymakers, government officials, academicians, students, and industry professionals.

**Theory and Practice of Leadership** Roger Gill, 2011-12-15. Praise for the first edition: At last, a well-written, balanced, and insightful British book on leadership. It is probable that every theory and assertion of consequence is commented upon. A real tour de force. Emeritus Professor Gerry Randell, University of Bradford School of Management. Theory and Practice of Leadership is an all-encompassing global review of examples and case studies that is both comprehensive and easily adaptable to almost any situation one would encounter in leading people. Richard J. Conwell, Nova Southeastern University. Journal of Applied Management and Entrepreneurship. If you are looking for a more holistic and critical take on the field of leadership, look no further. The second edition of this engaging and highly respected text offers an exploration of leadership in a variety of contexts, both profit-oriented and non-profit. New to this edition: Refined to capture and delineate the essential theories more clearly with broader coverage, taking in the latest developments in areas such as change politics, assessment, and development of leadership and multiple intelligences. Further development of a new integrative model of core leadership themes and practices. Abundant examples and illustrations together with detailed explanations of how they apply in practice. A companion website with an Instructor's Manual, PowerPoint slides, links to additional case studies, and full-text journal articles. Theory and Practice of Leadership will prove a highly stimulating read for undergraduate and postgraduate students of leadership and related subjects, as well as management consultants and practising managers. Security Analysis and Portfolio Management: Ranganatham, 2011. The revised and enlarged second edition of Security Analysis and Portfolio Management provides a more comprehensive coverage of concepts. It has been expanded to strengthen the conceptual foundation and incorporates the latest research and up-to-date thinking in all the chapters. This edition contains completely new chapters on portfolio risk analysis, portfolio building process, mutual fund management, portfolio performance evaluations, and hedging portfolio risk. The volume also contains an Indian perspective that has been presented.

through cases and examples to help students from Indian business schools relate to the concepts discussed Each chapter begins with a feature called The Situation in which managers in a fictitious company must make certain key decisions in the derivatives market Rethinking Decision-Making Strategies and Tools Maria Palazzo,Alessandra Micozzi,2024-02-16

Readers will be enabled to compare contrast and comprehend how the decision making strategies and tools from different lenses are delivered in different parts of the world The text includes an interesting mix of theory primary research findings and practice that will appeal to students academics and practitioners alike *Analysing the Organisational Environment* ,

The aim of this title is to examine the nature of organisational culture and structure and their influence on the ability of the organisation to cope to this rapidly changing environment **Strategic Analysis of Lufthansa's Introduction of**

**Eurowings** Maxim Lachmann,2016-02-04 Seminar paper from the year 2015 in the subject Business economics Operations Research grade 1 7 language English abstract The aviation industry has changed in the recent years rapidly Twenty to thirty years ago the aviation was too expensive for the most people and a network of international air connections often did not exist Nowadays the aviation belongs almost to an everyday business whether professionally or privately At the end of the 70s there was an air traffic revolution the concept of the low cost carrier LCC started The LCC is a provider of the basic products such as low service on board seat comfort and free baggage drop off 1 The first LCC was the southwest airlines from the USA Up to the 90s Southwest offered LCC connection in US without competitors in this business area In 1990 the Irish airline Ryanair was founded and was the first LCC in the European EU area The airlines are facing new challenges more clientele more fair flight prices in comparison to the competition and in addition high margins For a long time such scheduled airlines like LH Group KLM Air France and British Airways Iberia were the representative airlines in the EU People have spent a lot of money for having a full service on Board luggage food etc and were often dissatisfied about constantly rising prices for the flight tickets With the origin of LCC the market has changed enormously Yearly scheduled airlines announce customer decline and decreasing profits What is the reason for that Are the LCC responsible for it Do the scheduled airlines have to rethink their strategies to be still competitive in the market Contemporary Strategy Analysis Robert M. Grant,2021-12-14

The updated new edition of the market leading strategic analysis textbook addressing the emerging challenges that businesses face in an increasingly complex and dynamic environment In Contemporary Strategy Analysis expert strategist and lecturer Robert M Grant equips management students and working professionals with the concepts frameworks and techniques needed to make better strategic decisions Designed to be accessible to readers from different backgrounds and with varying levels of experience this classic textbook combines a rigorous approach to business strategy with real world examples of current practice and highly relevant case studies personally written by the author Contemporary Strategy Analysis focuses on the essential tasks of strategy showing readers how to use the tools of strategy analysis to identify analyze and exploit the sources of superior business performance to secure competitive advantage The eleventh edition

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**Low Cost Concept for Long-Haul Destinations. A Feasibility Analysis of Eurowings' Strategies** Maxim Lachmann,2017-09-18 Master s Thesis from the year 2016 in the subject Business economics Operations Research grade 1 3 University of Applied Sciences Essen language English abstract This paper analyses Eurowings marketing strategy by applying different macro and microeconomic tools in order to consider competition political forces environment influences and economic impacts The goal is to examine in particular Eurowings low cost long haul business model and which strategy was selected by the Lufthansa Group and how this strategy works Additionally the objective is to analyse Eurowings European competitors with the major goal first to understand Eurowings market position in Europe Subsequently the results of this strategic assessment show Eurowings strengths weaknesses opportunities and threats The aviation industry in the 21st century has been changing continuously The low cost carrier business model has revolutionised the commercial transport industry Commercial Aviation industry and its development is positively influenced by external factors such as political social economic and technological developments Airlines are therefore forced to adjust their business models to the external factors and new market requirements as well as to introduce new business concepts with the objective to gain more market shares and competitive advantages The European market is divided into different low cost carriers each fighting for customers image and profit Eurowings is a new player in this low cost business in particular in the market for long haul destinations which could become an opportunity to be the first successful low cost German airline and the third biggest low cost carrier in Europe

**Lufthansa in Its Competitive Environment** Martin Albers,2008-06 Seminar paper from the year 2007 in the subject Business economics Business Management Corporate Governance grade 2 1 University of Sunderland University of Sunderland course Contemporary Management 27 entries in the bibliography language English abstract After five years of

vast losses especially for the IATA Carrier which are all scheduled airlines 2007 will be a successful year for the airline industry with a forecasted profit of 8.5 billion The early 21st century marked the industry with high losses and consolidation Due to the reason that the industry sector highly depends on the external environment the terrorist attacks of September 11th 2001 magnified by the weak economic conditions in many major countries and more recently the Iraq War and SARS epidemic have made the last five years unhappy ones especially for most of the scheduled airlines In addition to that the liberalisation of the European aviation market enabled low cost airlines to reshape the competitive environment and to make significant impacts in the world's domestic passenger markets which have previously been largely controlled by full service carriers The overall market situation is dominated by increasing pressure on cost and productiveness The global market trend forces a high company concentration that strengthens market positions Lufthansa Germany's national carrier was faced like all other national carriers with the above mentioned problems and had to find its way out of the crisis The central question of this report is With which tools did Lufthansa solve these problems And are these tools sufficient to be competitive for future developments This report paper is dealing with the developments in airline business illustrated with the example of Germany's national carrier the Lufthansa AG and the enormous company restructuring toward an ideal global player in a highly competitive environment By analysing the internal and external influences p

**An Electric Vehicle Conversion Start-Up. Development of a Business Model Approach** Fabian Hoeft, 2019-10-24 Master's Thesis from the year 2019 in the subject Business economics Business Management Corporate Governance grade 1.3 Niederrhein University of Applied Sciences Krefeld School of Business and Economics language English abstract Today's world of mobility is characterised by a high degree of dynamism and change is becoming apparent Currently around 45 million passenger cars with conventional combustion engines powered by diesel or petrol are registered in Germany The share of electric vehicles is still well below one per cent Nevertheless the voices for sustainable and environmentally friendly transport are becoming louder One political measure in this respect is the implementation of driving bans in major German cities for some conventional combustion cars Car electrification is a solution for converting cars with conventional combustion engines to electric drives In the context of this thesis car electrification is regarded as a transition solution towards a nationwide electrified transport network of new electric cars A comprehensive concept of a business model approach from a start-up perspective has been developed based on the analysis of the environment industry and customer needs Analysing the structure of the electrical conversion industry revealed that the subject of car electrification is hardly widespread and that current suppliers have only converted a smaller number of cars Besides the small scale of implementation the operational execution by existing suppliers can be considered weak in terms of competitiveness and sustainability The analysis of the needs of potential customers of car electrification using qualitative and quantitative methods has led to incredibly valuable insights for the development of the business model approach A high openness to purchase was expressed considering some of the factors mentioned such as a

test drive with an electrified car before purchase and a durability guarantee of the conversion The high relevance of initial acquisition costs compared to operating expenses in the purchase decision for passenger cars is another precious insight The business model approach developed based on the findings obtained differs fundamentally from the strategies of today's providers By incorporating the existing infrastructure of workshops and service points proximity to the end customer and scalability of the business operation can be achieved Partnering with universities and industry are two critical elements in the development of a sustainable secure and user friendly technical solution

**International Business** Shad Morris, James Oldroyd, 2018-07-04 International Business provides a learning format that enables instructors to give their students an engaging and active learning experience The course integrates a streamlined content approach with dynamic content that includes current cutting edge topics and high interest examples that are relevant to the business world

**Balanced Scorecards and Operational Dashboards with Microsoft Excel** Ron Person, 2013-01-14 Learn to maintain and update scorecards and dashboards with Excel Balanced Scorecards and operational dashboards measure organizational performance and Microsoft Excel is the tool used worldwide to create these scorecards and dashboards This book covers time proven step by step processes on how to guide executive teams and managers in creating scorecards and dashboards It then shows Excel developers how to create those scorecards and dashboards This is the only book that converts theory into practice The author addresses the people and processes you need to identify strategy and operational metrics and then implement them in dashboards in three versions of Excel You'll learn how balanced scorecards help organizations translate strategy into action and the ways that performance dashboards enable managers monitor operations Covers Excel 2010 back to Excel 2003 Shows how to develop consensus on strategy and operational plans with the executive teams Details steps in creating tactical action plans Gives step by step guidance in creating the most powerful management dashboards Puts over ten years of experience in one book Balanced Scorecards Operational Dashboards with Microsoft Excel Second Edition is the ultimate resource for enhancing your strategic and operational performance

Applying appropriate models, tools and techniques for an effective marketing plan George Yiapanas, 2019-11-26 Submitted Assignment from the year 2016 in the subject Business economics Business Management Corporate Governance grade 76 University of Wolverhampton course MA in Management language English abstract The Marketing environment is segregated into three components the internal environment micro environment the external environment macro environment and the market environment Strydom 2004 To realise the company's position all three components need to be assessed and evaluated

**Strategic Options of Non-profit and For-profit Organisations in the German General Aviation Industry** Jürgen Krieg, 2013-02-05 Master's Thesis from the year 2011 in the subject Business economics Business Management Corporate Governance grade C Henley Business School University of Reading course Strategie Marketing language English abstract The focus of this thesis is on the mixed industry namely the German general aviation industry especially on its NPOs Clubs and what drives their strategic

approaches The research question was to investigate potential strategic growth options for NPOs in the German general aviation industry the factors that influence the selection of a specific growth strategy and the higher success rate among the growth strategies This thesis derived the three objectives a The favour of NPOs for a certain strategy strategic direction b the impact of specific growth strategies on NPO performance and c the impact of macro and micro environmental and internal factors on the NPOs chosen growth strategy The content regarded both macro and micro environmental factors and how they are perceived by the NPOs for the German general aviation industry the growth strategies and generic strategies they follow as well as the market performance they achieve

**PHR/SPHR Professional in Human Resources Certification Bundle, Second Edition** Dory Willer, William H. Truesdell, Tresha Moreland, Gabriella

Parente-Neubert, Joanne Simon-Walters, 2019-08-23 Prepare for the 2018 versions of the PHR and SPHR certification exams with this money saving comprehensive study package Designed as a complete self study program this collection offers a variety of proven exam focused resources to use in preparation for the PHR and SPHR certification exams Comprised of PHR SPHR Professional in Human Resources Certification All in One Exam Guide Second Edition and PHR SPHR Professional in Human Resources Certification Practice Exams Second Edition this bundle thoroughly covers every topic on the 2018 editions of the exams PHR SPHR Professional in Human Resources Certification Bundle Second Edition contains more than 900 practice questions that match those on the live exams in content style tone format and difficulty All question types from the exams are included You will get real world examples professional insights and concise explanations This authoritative cost effective bundle serves both as a study tool AND a valuable on the job reference for HR professionals This bundle is 16% less expensive than purchasing the books individually Written by a team of Human Resources experts Combined electronic content includes 900 practice exam questions and secured PDF copies of both books

**How the Macroeconomic Environment of the Airline Industry Affects the Strategic Decision of Boeing Vs Airbus** Christian Uwagwuna, 2011-04 Document from the year 2011 in the subject Business economics Business Management Corporate Governance grade 72 De Montfort University Leicester De Montfort University Leicester UK course Strategic Management language English abstract This paper discusses the external economic factors affecting the strategic decision of airline industry and how this decision in turn affect the market forecast of the aircraft manufacturing industry Various business issues affect airlines operation either directly and indirectly and these issues affect the strategic decision of the airline industry The present economic crisis instability in aviation fuel price and environmental factors such as the recent volcanic ashes and snow has further shrunk business in the airline industry and thereby increasing competitive rivalry Although the future projected growth by the airline industry look promising factors affecting airline businesses can make it daunting Strategic decisions however will help the airlines to maximize this positive forecast To make these decisions it is vital for the origination to understand the macro economic environment affecting the airline industry

*Research and Development in the Chemical and Pharmaceutical*

*Industry* Peter Bamfield, 2006-09-22 A guide for younger R D chemists as to how they can quickly evolve skills built around three factors people knowledge and time It covers the management of scientific personnel management within a variety of R D organizational structures creating a climate of innovation the management of projects including the time management and communication aspects of the job As such it teaches the vital managerial aspects of scientific jobs in industry which are not taught at university providing a deep and detailed insight into the intricacies of managing research The text is divided neatly into four sections Harnessing the Human Resource Organising for an Innovative Environment Creativity and Innovation Project Management of Innovation The author Peter Bamfield is now working as a consultant Due to his long experience in the chemical industry he was elected President of the Royal Society of Chemistry s Industrial Affairs Division and thus has a profound first hand view of staff companies and organizations in and around the industry This third edition has been revised and updated to take into account global developments and recent changes in regulatory affairs *Proceedings of the 3rd International Conference on Sustainable Development Indicators in the Minerals Industry (SDIMI 2007)* Zacharias Agioutantis, 2007 **International CIIP Handbook** , 2004 An inventory of protection policies in eight countries

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