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#### IB BUSINESS MANAGEMENT - PRE-RELEASED CASE STUDY NOV 2017: PESTLE ANALYSIS

**Important!** Bear in mind that the IB examiner is not looking for a nicely set out quadrant with brief bulletpointed outlines of the identified Political, Economic, Social, Technological, Environmental, and Legal factors in the external environment. It is also unlikely that an examination question will focus the PESTLE analysis on anything but Afghan Sun (i.e., not High-end Holidays) and it will do so in a way to addresses two strategic options – location of the production facility. Thus, the PESTLE analysis should be used to address questions associated with strategic analysis leading to strategic choice and the implementation of a strategy.

Explain why each point identified is relevant to the company. Use these explanations to draw overall, **justified conclusions**. Make it impossible for the examiner to award you anything less than full marks for the **critical thinking** component of the mark scheme!

#### PESTLE ANALYSIS FOR AFGHAN SUN AS AT MAY 2018

Identify and outline the important Political, Economic, Social, Technological, Environmental, and Legal factors in the external environment associated with Afghan Sun as of May 2018 (when the strategic options will be under consideration) in the table below.

| Classification | Factor | Explanation |
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| Political      |        |             |
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| Economic |  |
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| Social |  |
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| Technological |  |
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| Environmental |  |
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| Legal factors |  |
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