

IB Business Management – Pre-Released Case Study May 2019

Radeki de Dovnic Manufacturing – PEST Analysis Activity



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IB BUSINESS MANAGEMENT – PRE-RELEASED CASE STUDY MAY 2019: PEST ANALYSIS

Important! Bear in mind that the IB examiner is not looking for a nicely set out quadrant with brief bullet-pointed outlines of the identified Political, Economic, Social, Technological factors in the external environment. It is also unlikely that an examination question will focus the PEST analysis on anything but Radeki de Dovnic Manufacturing and it will do so in a way to address two strategic options – location of the production facility and/or manufacturing aluminium water bottles. Thus, the PEST 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!

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PESTLE ANALYSIS FOR RADEKI DE DOVNIC MANUFACTURING AS AT MAY 2019

Identify and outline the important Political, Economic, Social and Technological factors in the external environment associated with Radeki de Dovnic Manufacturing as of May 2019 (when the strategic options will be under consideration) in the table below.

Classification	Factor	Explanation
Political		

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Economic		

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Social		

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Technological		