

As Fair As – PEST Analysis Activity

PEST ANALYSIS FOR AFA, AS AT NOV 2018

Identify and outline the important Political, Economic, Social and Technological factors in the external environment associated with As Fair As as of Nov 2018 (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		

As Fair As – PEST Analysis Activity

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Source: www.BusinessManagementIB.com