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IB BUSINESS MANAGEMENT - PRE-RELEASED CASE STUDY NOV 2018: PEST 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, and Technological factors in the external environment. It is also unlikely that an examination question will focus on an in-depth PEST analysis, exam questions are much more likely to call on the student to "Outline two factors in the external environment that AFA needs to consider." However, the PEST analysis can also 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!

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		

Economic	

Social	

Technological	

Source: <u>www.**Business**ManagementIB.com</u>