

PESTEL ANALYSIS OF TELUS CORP

1. POLITICAL FACTORS

- **Stability-** for a business organization typical stability is important as it has an impact on customers and investors. There are serious implications for the high political instability for consumption, investment, economic and growth of businesses. Currently, there are some political instabilities in the geographic area of Telus corporation due to internal and external conflicts.
- **Uncertainty** – it refers to the number of changes in government policies and regulations. Due to prevailing uncertainty, decision-making becomes hard, and sudden policy changes affect business performance.
- **Governance system** – the governance system is based on democracy, which makes the business environment friendly for TELUS corporation. They can get the bone from the economic freedom offered by the democratic governance system, which promotes entrepreneurship and free trade.
- **Transparency** – it is very important for promoting a friendly business environment. Because of corruption and lack of transparency, the TELUS corporation is facing several issues. The lack of transparency is mainly linked to political certainty and instability. Business activities like licensing and contracting are becoming more challenging due to corruption and fraudulent activities.

2. ECONOMIC FACTORS

- **The efficiency of financial markets** – there is a high positive relationship between all economic growth and having high a financial market. Therefore, TELUS corporation wants to choose the countries having high financial markets so they can easily accumulate financial and human capital.
- **Economic growth rate** – before making the international expansion decisions Telus corporation wants to check the economic growth of the countries which they are looking for. More opportunities are for the countries which have high economic growth rates.
- **Inflation** - high inflation rate can have a negative impact on the revenue growth of Telus corporation because it reduces the purchasing power of money and discourages consumer spending on goods and services.
- **Exchange and interest rate** – the variation in the exchange rate can affect the profitability of the business. The undesired trade and business performance consequences can be avoided, and the organization needs to study the variation in the exchange rate.

3. SOCIAL FACTORS

- **Social equality-** Social factors can influence the business, marketing, and human resources management strategies of Telus corporation. The organization cannot target multiple segments from different social classes with the same marketing.
- **Gender** – gender role is an important factor in developing business strategies. Gender roles in each part of the organization affect human resource management. It seems difficult for the company to ensure gender diversity across all management levels in countries where women are considered primarily responsible for managing domestic responsibilities.

4. TECHNOLOGICAL FACTORS

- **Technological infrastructure-** Telus corporation should look for countries having better technological infrastructure. Technological infrastructure helps an organization to reduce cost, innovation, and value creation objectives. Also, the well-developed technological infrastructure reflects that it will be harder for Telus corporation to derive a competitive advantage from technology.
- **Technological innovations-** technological innovation rate and development can affect the overall market and industry. By looking that the innovative emerging technologies TELUS can easily understand the new products' development rate, product life cycle length, and innovative features which the consumers like. TELUS corporation can enhance user experience, achieve operational efficiencies, and position itself as an innovative organization, by investing in correction technological innovation.

5. ENVIRONMENTAL FACTORS

- **Weather** – weather conditions are to be considered mainly. Weather conditions influence operational costs, efficiency, and employee productivity. It also enhances consumer behavior and requires Telus corporation to integrate flexibility.
- **The growing use of renewable energy-** to reduce the dependence on natural resources renewable technology has emerged as a huge trend in several parts. Telus needs to evaluate the technological infrastructure that supports this renewable technology.

6. LEGAL FACTORS

- **Employment laws-** it is the law that protects the employee's needs and rights like fair wage, equality, equity, inclusion, fairness, health, and safety. Telus should ensure high work environment safety.
- **Intellectual property laws-** this makes the business environment safer for firms like Telus corporation. Because their patents are protected from imitation.