Assignment 2

PESTLE ANALYSIS FOR APPLE:

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Government Policies: Government policies can significantly impact Apple’s business. For example, changes in tax laws can affect the company’s bottom line, and new regulations can make it more difficult for Apple to operate. Apple needs to closely monitor government policies in the countries where it operates to stay informed of any changes that could impact its business.

Political Stability: Political stability is also crucial for Apple. If there is political instability in a country where Apple operates, it could lead to disruptions in the company’s supply chain or even the closure of its operations in that country. Apple needs to carefully assess the political climate in the countries where it operates to minimize the risk of political instability.

Trade Wars: Trade wars between countries can also impact Apple’s business. If there are tariffs or other trade restrictions imposed on Apple’s products, it could make the company’s products more expensive and less competitive. Apple needs to closely monitor trade relations between countries to be prepared for any potential trade wars that could impact its business.

Government Subsidies: Government subsidies to competitors can also give Apple’s competitors an unfair advantage. For example, if a government subsidizes the production of smartphones by a competitor, it could make those smartphones more affordable and competitive. Apple needs to be aware of government subsidies to competitors to ensure it is not at a competitive disadvantage. Obviously, this can also work in the other direction too.