

## *Nissan Pestle Analysis*

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Nissan Motor Company Ltd is an automotive manufacturer from Nishi-ku, Japan. The company was founded by Yoshisuke Aikawa in 1934. Nissan struggled to established itself as a global automotive leader and formed a Renault-Nissan alliance in 1999.

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PEST Analysis The PEST model aims to examine the external environment of Nissan, which in this case is the automobile industry. We will particularly expand on the political, economic, social and technological aspects.

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An analysis of Nissan. Executive summary. This report discusses the strategic analysis of Nissan. This work will examine the company's environment and key strength and weakness that influence Nissan's strategic design, conduct a corporate strategic and business strategic analysis of Nissan, and also provide some recommendations for the future improvement.

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Here's the SWOT analysis of Nissan which is a leading automobile manufacturer. It is associated with automobiles, marine products and spare parts. Nissan has started to shine in the electric and hybrid space as well. Nissan has launched redi-GO in India. Nissan LEAF, first pure electric vehicle is also popular.

**SWOT Analysis of Nissan - Nissan SWOT analysis**

2.4 PEST Analysis of Nissan Motor Company. PEST analysis is concerned by the external environmental influences on a business which the firm operates. The acronym of PEST stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business.

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Nissan company's external environment using Porter 5-force Analysis and PEST analysis. A porters five forces analysis of Nissan. Nissan is one of the leading companies and a premium brand in the automobile industry. It is known for its quality, efficiency and innovation. It is associated with high performance engineering excellence and services.

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