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NESPRESSO: PESTLE ANALYSIS



INTRODUCTION


The case on the Nespresso concentrates on its revolutionary products with the touch of the high-end coffee brand name and its triumphs as well as the problems faced by the firm. The analysis of the external environment of the company as it supports its operations is made through PESTLE analysis.





POLITICAL FACTORS


International trade and Government policies as part of its strategic management form a key consideration in the functioning of Nespresso. This means that the company is highly exposed to tariffs, trade barriers and political risk concerning coffee producing countries where it sources its coffee beans.





ECONOMIC FACTORS


Supermarket factors relate to the strength of consumer purchasing, and with luxury coffee products, where global economics play a crucial role. Sometimes it is affected by economical factors such as cycles of recressing and ecooming or exchange rate differences.





CONCLUSION

A PESTLE analysis gives a big picture of all the macromultifactorial environments that influence Nespresso's strategic management. Sustaining the market leadership and overcoming the mentioned challenges and exploiting opportunities may help the brand.





RECOMMENDATION

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