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This is a PESTEL analysis that evaluates the political, economic, social, technological, environmental and legal factors which affect Panasonic's business globally. Political factors: Political forces have become all the more important in the context of international businesses where governments are keen and aggressive about regulation of businesses and oversight.

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Pestel Analysis Panasonic PESTEL Analysis The PESTEL framework evaluates the external environment variables to identify general opportunities and risks of particular strategies.

3.1 Political With selling cars in 17 countries ,Tesla Motors has to deal with distinctive political patterns influencing its business operations. One of the major political factors affecting the industry is environmental protection laws to induce production of more environmental cars to meet strict emission levels

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analysis of Panasonic. Wide Presence – The number 1 factor contributing to the success of Panasonic is that it is a mass brand with a massive presence and distribution across multiple continents and multiple regions. It is present in well over a 100 countries and the revenue is divided between Japan, Asia, USA and Europe.

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Competitive analysis in the Marketing strategy of Panasonic-The segments in which Panasonic operates is overcrowded with a large number of small and large players. In the business segments, companies compete at different levels such as technological infrastructure to support the main businesses, product portfolio, availability of the resources, branding, distribution channels and the pool of ...

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Panasonic Corporation (Panasonic or 'the company')

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manufactures and markets electrical and electronic products. The company offers products such as lighting fixtures, electric lamps solar pv systems, wiring devices, interior furnishing materials, water-related products, flat panel tv, air conditioners, refrigerators, washing machines, personal-care products and microwave ovens.

### **Panasonic Corporation - Strategy, SWOT and Corporate ...**

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### **PESTLE Analysis of Japan**



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Panasonic has also pledged to vastly increase the number of energy-efficient products it makes. To increase the energy efficiency of the products, basically the company focuses on improving the power efficiency in use and standby modes by reviewing the product's basic circuitry such as use of advanced designed circuitry known as 3-Terminal Intelligent Power Devices (IPDs).

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Panasonic PESTEL Analysis October 8, 2018 February 25, 2018  
*Page 9/11*

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by Abhijeet Pratap PESTEL Analysis of Panasonic Panasonic is a Japan based world famous brand of consumer electronics.

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## **Using the PESTLE analysis model for your brand | Smart**

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