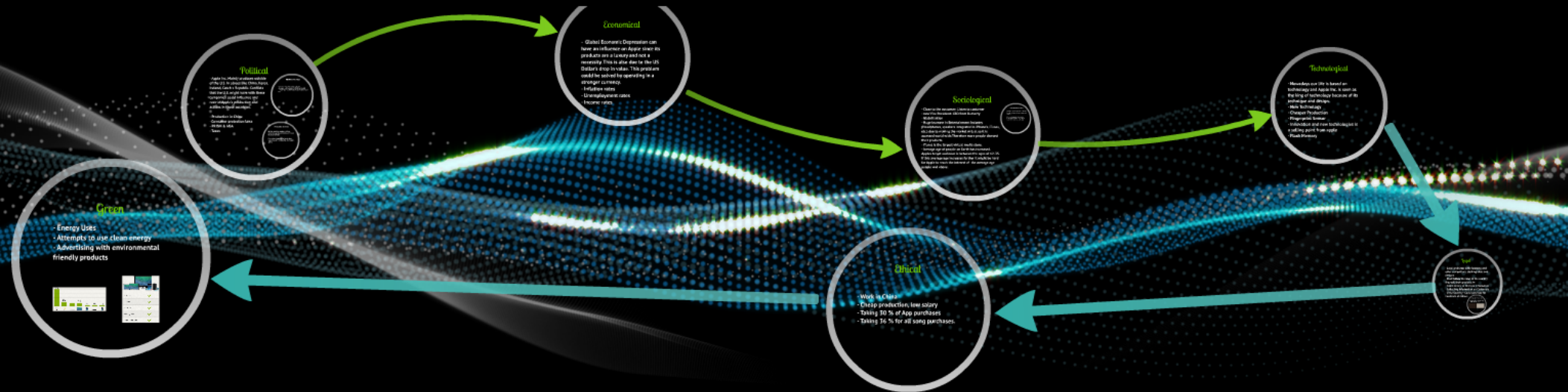


# P.E.S.T(L.E.G.) Analysis



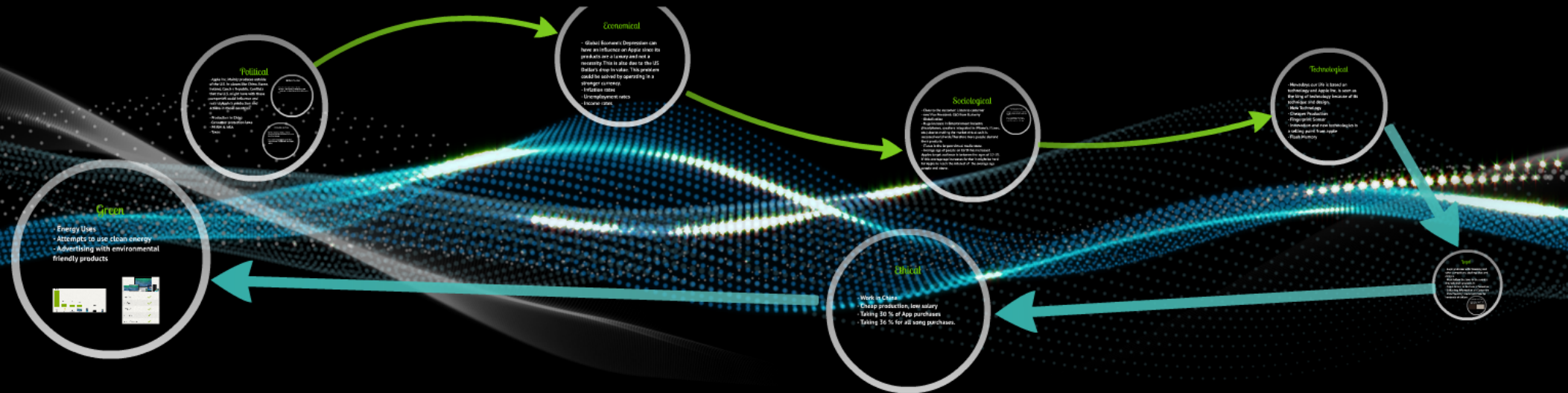
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# P.E.S.T(L.E.G.) Analysis



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# Political

- Apple Inc. Mainly produces outside of the U.S. In places like China, Korea, Ireland, Czech s Republic. Conflicts that the U.S. might have with these companies could influence and restrict Apple's production and actions in those countries.

- Production in China
- Consumer protection laws
- PRISM & NSA
- Taxes

## PRISM & The NSA

- Forced to share information with NSA
- No Legal court nessesary for PRISM taking data
- Thousands of Location Data and User Data leaked to NSA

## Production in China

By Producing their products in China minimum wage etc. are much lower than in the US or Germany

Future Law changes as well as minimum wage raises in China can affect the Company greatly

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## *Economical*

- **Global Economic Depression can have an influence on Apple since its products are a luxury and not a necessity. This is also due to the US Dollar's drop in value. This problem could be solved by operating in a stronger currency.**
  - **Inflation rates**
  - **Unemployment rates**
  - **Income rates**
- 

# Sociological

- Close to the customer: Listen to customer
- new Vice President: CEO from Burberry
- Globalization
- Huge increase in Entertainment Industry (Headphones, speakers integrated in iPhone's, iTunes, etc.) due to making the market virtual so it is accessed world wide. Therefore more people demand their products.
- iTunes is the largest virtual media store.
- Average age of people on Earth has increased. Apples target audience is between the ages of 12-35. If this average age increases further it might be hard for Apple to reach the interest of the average age people and above.

## Vice President of Retail

With Angela Ahrendts as a new Senior Vice President Apples retail stores are expected to boom.

She revolutionized the Idea of online marketing and creating a luxury brand name that everyone is proud to have.

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