

Pestle analysis of tesco and coca cola

Business, Company



Tests and Coca Cola Tax policies: Tests has to make sure that they are paying their taxes and making sure that their staffs are also paying their taxes. Trade restrictions: Tests also have to make sure that they adhering to any trade restrictions in place in the United Kingdom. Economic climate: Because of the economic climate Tests could be struggling to give out Jobs to people which means less stores across the I-J and even stores having the possibility of being closed down to reduce spending.

Interest Rates:

As interest rates go up so do the cost of items that Tests might be buying for instance in January 2011 The VAT is set to rise to 20% making goods more expensive. Exchange Rates: Exchange rates changing mean that importing and selling goods becomes different each time as the supply of importing goods changes. Cost of capital: The cost of capital allows Tests to see if their business is doing well and if it can be changed. New businesses: this as it allows new businesses to expand whilst also introducing new products to the supermarket chain. A good example of this is the new microwavable meals.

Changes in Fashion:

Changes in Fashion means that Tests needs to change their products this can be bad but it can also be good depending on how fast it is seen. This also relates to trends.

Immigration:

with a lot of immigrants from Eastern Europe there is a lot of demand for new goods to be put into the stores.

Rate of change:

The rate of which technology changes is fast at the current time which means Tests have to keep in with it all.

Training:

Without the relevant training f staff they can't use the machines properly

Online Shopping:

Online shopping has made Tests extremely popular whilst also making it possible to have fewer stores around the I-J and making them able to deliver to places where people may not be able to get to the stores.

Health and Safety Laws:

This restricts to the things that Deco's can do within their stores. Data Protection Act: They have to keep all data they take of their customers protected.

Age Restriction Limits:

They have to make sure that all the workers in their stores are not selling age restricted items to under age people.

Pollution:

They have to make sure that they are protecting the environment in such ways of not producing a lot of pollution Recycling: They have to have policies in place about how products are recycled such as their carrier bags.

Energy:

They have to make sure that they are not using a lot of energy

PESTLE analysis for Coca Cola

Political Economic Social Technological Legal Environment Government standards:

If Coca Cola doesn't meet the government's expectation then the company can get a fine which can range from a small price to a big price for the

PESTLE Analysis Of Tests And Coca-Cola By Harriet-Sings company.

International laws: As a global company Coca Cola needs to be careful to the changes in things such as accounting and taxation as if they get this wrong it could ruin their international status.

Global company: This is a good thing as if they are lacking in sales in one or two countries they could be making it up in different countries meaning that they aren't losing money all the time whereas they would if only operating in one country.

Interest rates: As rates go up it costs more to produce the Coca-Cola as the price for the ingredients of which they need increases.

Economic Climate: Due to the economic climate when it crashes it means that things like Coca-Cola do not get as much money as people cannot afford to spend money on buying these drinks in bulk nor singular as the price of them rises whilst the client will be struggling with money.

Budget cuts: This means that jobs will become cut and that people will become unemployed leaving fewer jobs in the industry and less chances to open more locations around the world.

Nutrition and health: When people get to the age of about 37 they start to worry about their health more which means the demands for carbonated drinks from companies like Coca Cola decrease alongside their revenues.

Diabetes: Some people with diabetes cannot drink sugary drinks such as Coca-Cola therefore having the 'Diet' version of the drink helps as this allows them to have more of it increasing sales.

Underage drinking: When teenagers get to around the age of 15 they start to drink underage this stems the sales in companies like Coca Cola as it means they aren't getting as many sales.

New flavors: As technology advances this allows Coca Cola to try new flavors such as the Cherry Coke and Coke with lemon. This allows the Coca Cola's revenue to go up and people want to try these different flavors.

Training: due to the complexity of new technology some staff will require training to operate machines or will require experience this means that less jobs can become available.

Machines over humans: As machines get more complex which allows them to do more things more humans are becoming redundant due to machinery taking their position.

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