

Pest analysis and a swot analysis for arm holdings



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Arm Holdings PEST and SWOT Analysis It is for any organization to look at its environmental factors before it embarks on its marketing plan. The environmental factors which should be looked at include; internal, micro and macro environmental factors. They are very important and if they are taken into consideration by an organization before embarking on a marketing process, the organization indeed will achieve its organisational goals and objectives.

Arm Holdings Company has taken technology into consideration while manufacturing their products as their products as they provides their developers with Intellectual Property (IP) that facilitates innovation and designing of any given product that are compatible. This has made Arm Holdings' products to be very popular in the market today.

To ensure they serve their customers more conveniently, Arm Holding Company has taken advantage of the new technology as they are capable of serving their customers needs on the internet. 1

So far, there is no altitude of Arm Holding products in the sense that they fail to become popular in other countries because they are foreign products. Their product have been very competitive in the market since they have been designed with the latest technology and since the world today is growing fast as far as information technology is concerned, then they are being manufactured at the right time.

Since Arm Holdings Products are produced and marketed international, they consider the level of inflation, interest rates, long-term Gross Domestic Product's per capita prospects in order for them to know the way forward as far as distribution and marketing of their products is concerned.

Arm Holdings Company to ensure their products are competitive in the

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market, they have always ensured that they do a feasibility study on the internal environmental factors in which the firm operates. In order for the firm to they match the organization's resources and a capability in the competitive environment in which it operates, SWOT analysis tool has been a very important tool. 2

Over the years, Arm Holding Company products have had a brand name in the market. They products are very competitive in the market and customers who purchase them for the first time always come back for a repeat purchase.

To ensure their products are competitive in the market, Arm Holding Company has taken advantage of new technology by producing products that are compatible with modern information technology facilities.

Due to advancement of information technology in the world to day, Arm Holding Company ensures that the global market needs are taken care by producing products that of great use to their day to day activities. Taking advantage of this opportunity has enabled them to reach this far and achieve their organisational goals and objectives. 3

References

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