

# Pest analysis for proton

[Finance](#), [Financial Analysis](#)



On the other hand, the issue regarding the environment is vital because it is considered as one of the most talked about topics in the world. The environmental regulation in Malaysia can be traced back during the colonialism of British which introduced the environmental standards about the mineral and agricultural resources to Europe. Economic Primarily the issue of global financial crisis, which affected the local financial status of the country. As a result, the government of the country is expecting a slow economic growth for the country, which can affect the buying behavior of the customers.

Furthermore, it had increased the competition, which will impact the performance of Proton. However, the performance of the automobile industry will be maintained and managed due to the huge total labor force. Social The growing population in the country is one of the factors which can affect the automobile industry. This will give a greater number of markets.

Furthermore, the ratio of car ownership in the country is somewhat high or total of 1 : 5, which signifies that people are considering cars as important things in their lives.

Furthermore, people will also set on big-ticket items or consumers are expected to put off buying different motor vehicles because of the employment market uncertainty because of the global and local financial crisis. Another factor to consider is the growing knowledge and concern of the people regarding different environmental issues. Furthermore, the impact of the image to the loyalty of the customer is also another factor. Technological Technology is considered as one of the most important factor in the automotive industry.

Due to the increasing competition, the development in technology is growing and affecting the performance and position of each and every company in the automobile industry. It is also important to consider the maturity of technology, together with the maturity and capacity of manufacturing, which affect the innovation process of any company. The intellectual property is also important factor, because it PEST Analysis for Proton By Abidance technologies, primarily the help of computer and the Internet, the potential for innovation and development is increasing.