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Facebook, Inc. PESTEL analysis is a strategic tool for analyzing the organization's macro environment. PESTEL advocates - Political, economic, social, technological, environmental and legal factors affecting the macro environment of Facebook, Inc. Changes in the macro environment factors can have a direct impact not only on Facebook, Inc., but also can affect other players in Internet information providers. Macro-environmental factors can affect Porter's five forces that shape strategy and competitive landscape. They can affect the competitive advantage of an individual firm or the overall level of profitability of the technology industry. The article continues after the announcement of PESTEL Analysis provides detailed information about the operational problems Facebook, Inc. will face in a common macro environment other than competitive forces. For example, the industry can be very profitable with a strong growth trajectory, but it won't be good for Facebook, Inc. if it is in an unstable political environment. Spanish oil giant Repsol had to face a similar case. It started operations above average profitability in Argentina and made a strong profit in 5-7 years. But later the business was expropriated by the left-wing government. Thus, a decade of gains did not materialize after all. Order Now - Facebook, Inc. PESTEL/PEST Analysis Order Now - Facebook, Inc. Porter 5 Strength Analysis and Industry Analysis Political Factors play an important role in determining factors that may affect Facebook, Inc.'s long-term profitability in a particular country or market. Facebook, Inc. operates in Internet information providers in more than a dozen countries and exposes itself to different types of political environment and political risk system. Success in such a dynamic internet information provider industry in different countries is to diversify the systematic risks of the political environment. Facebook, Inc. can carefully analyze the following factors before entering or investing in a certain market political stability and the importance of the Internet information providers sector in the country's economy. The risk of a military invasion is the level of corruption - especially levels of regulation in the technology sector. Bureaucracy and government intervention in the Internet information providers industry. Legal framework for the enforcement of Intellectual Property Contracts protecting trade rules and tariffs related to technology favored by trading partners Antitrust laws related to Internet Providers Pricing Regulations - Is there any mechanism for regulating pricing for taxation technologies - tax rates and incentives Wages legislation - Minimum Wage and Overtime Work Week Rules in Internet Information Providers workers benefit industrial safety regulations in the technology sector. Product labeling and other requirements in Internet information Economic factors influencing Facebook, Inc. Macro factors such as inflation, savings, interest rate, exchange rate and economic cycle determine aggregate demand and total investment in the economy. While micro-environmental factors, such as competition rules, affect a firm's competitive advantage. Facebook, Inc. can use the country's economic factors such as growth rates, inflation and industry economic indicators, such as the growth rate of the Internet service provider industry, consumer spending, etc., to predict the growth trajectory not only of the sector, but also of the organization's sector. The economic factors that Facebook, Inc. should consider when conducting PESTEL analysis - The type of economic system in countries of operations - what type of economic system exists and how stable it is. Government intervention in the free market and related technology exchange rates and the stability of the host country's currency. Financial Market Efficiency - Does Facebook, Inc. need to raise capital in the local market? The quality of infrastructure in the Internet providers industry is the comparative advantage of the host country and the technology sector in a particular country. The level of skills of employees in the Internet information providers industry. Level of Education in the Economy Labor Costs and Productivity in the Economic Cycle of Business (e.g., Prosperity, Recession, Recovery) The rate of economic growth Discretionary unemployment rate unemployment Rate Inflation Interest Rates Social factors that affect Facebook, Inc. culture and the way to do things affect the culture of the organization in the environment. The general beliefs and views of the public play a big role in how marketers at Facebook, Inc. will understand the customers of this market and how they design marketing messages for Internet consumer industry providers. The social factors that the management of Facebook, Inc. should analyze to analyze PESTEL are - Demography and skill level of the population Class structure, hierarchy and power structure in society. The level of education as well as the educational standard in the culture industry facebook, Inc. (gender roles, social conventions, etc.) Entrepreneurial spirit and the broader character of society. Some societies encourage entrepreneurship and some do not. Attitude (health, environmental consciousness, etc.) Leisure interests the technological factors that affect Facebook, Inc. technology are rapidly disrupting various industries across the board. The transport industry is a good example to illustrate this point. Over the past 5 years, the industry has been transformed very quickly, without even giving established players a chance to cope with the changes. The taxi industry is now dominated by such like Uber and Lyft. The automotive industry is moving rapidly towards automation led by a technology firm, a firm Google's production is also disrupted by Tesla, which has declared an electronic automotive revolution. The firm must not only do a technological analysis of the industry, but also the speed with which technology disrupts this industry. Slow speed will give more time, while fast speed technological failures can give the firm little time to cope and be profitable. Technological analysis includes an understanding of the following implications - The latest technological development of Facebook, Inc. competitors Technology impact on the product, offering an impact on the cost structure of the Internet industry providers impact on the structure of the value chain in the technology sector Speed technological diffusion Article continues after the announcement of environmental factors that affect Facebook, Inc. Different markets have different regulations or environmental standards that may affect the profitability of the organization in these markets. Even within a country, States can often have different environmental laws and liability laws. For example, in the United States - Texas and Florida have different liability provisions in case of accidents or environmental disasters. Similarly, many European countries provide healthy tax breaks for companies that work in the renewable sector. Before entering new markets or starting a new business in the existing market, the firm must carefully assess the environmental standards required to operate in these markets. Some of the environmental factors that the firm should consider in advance are - The Weather Climate Change Laws, which regulate air pollution and water pollution regulations in the internet waste management industry providers in the technology sector Attitude to green or environmental products of endangered species Attitude to renewable energy Legal factors that affect Facebook, Inc. In a number of countries legal framework and institutions are not strong enough to protect the rights of the intellectual property organization. The firm should carefully evaluate before entering markets such as this can lead to the theft of the organization's secret sauce, thus a general competitive advantage. Some of the legal factors that Facebook, Inc. management should consider when entering a new market are antitrust laws in the Internet service industry and in the country as a whole. Discrimination Law Copyright, Patents / Intellectual Property Protection Act consumer and e-commerce Act Of Health and Safety Act You can order Facebook, Inc. PESTEL and Environmental Analysis with us at Fern Fort University. A 3rd grade senior, Barajas, looks at photos of his children on Facebook during the its deployment in southern Afghanistan in 2010. The PESTEL/PESTLE facebook Inc. analysis highlights reforms for global expansion and innovation. (Photo: Public Domain) Facebook Inc. develops to solve identified problems this is a PESTEL/PESTLE analysis of the social media business. The PESTEL/PESTLE analysis model is an external analysis of the most important factors in a company's remote or macro environment. As one of the leading players in the international social media market, the corporation has the ability to maintain such positions in the market through popularity, brand development, and research and development investment. However, this analysis by Facebook's PESTEL/PESTLE points to the need to adjust strategies to ensure that its social networking website, mobile apps and advertising services remain attractive in the face of considerable competition from other firms such as Twitter Inc., Snap Inc. (Snapchat) and Google's YouTube. Given the industry landscape and the level of competition identified in Facebook Inc.'s Porter's Five Forces analysis, strategies need to be implemented that strengthen the company's competitive advantage to support continued growth worldwide. Facebook Inc.'s PESTEL/PESTLE analysis identifies external factors that significantly affect the company's remote or macro environment. These external factors require the company to address industry issues, especially political and technological factors. Strategic alignment with the industry environment helps to meet Facebook's corporate vision and mission statements, especially in providing effective tools for communication in the global social media market. The political factors that influence Facebook's business on Facebook are related to the political landscape. This element of the PESTEL/PESTLE analysis identifies the effects of governments as external factors in the company's remote or macro environment. Political movements have the right to determine the progress of business and entire industries. Below are the main political factors affecting Facebook Inc.: Political stability in developed countries (opportunity) Popular government support for globalization (opportunities) Political barriers in the Chinese market (threat) Political action on online data (threat) Political stability of developed countries opens up opportunities for Facebook Inc. to continue to diversify its business in these markets. In addition, the company has the opportunity to expand its social media and display advertising services around the world, based on government support for globalization. However, Facebook may suffer from political barriers in China. The company's potential global growth is limited due to Chinese censorship. In addition, governments are increasingly working to limit the collection, sharing and processing of data on data privacy and security issues related to organizations such as Cambridge Analytica. This external factor can slow down the company's growth. Based This element of analysis by PESTEL/PESTLE Facebook Inc., the company should improve data privacy and security, and continue negotiations with the Chinese government to open the advertising market displays in the country. Economic factors important to Facebook Inc. Economic conditions shape the growth of Facebook Inc.'s business growth. Economic external factors influencing the company are: Increasing the stability of developing countries (opportunities) Fast economic growth of developing countries (opportunities) Increase in disposable income (opportunities) Facebook Inc. has the opportunity to increase its efforts to penetrate the market in developing countries with increased economic stability. As a result, the rapid economic growth of these countries is leading to improvements in infrastructure, including telecommunications infrastructure. In this PESTEL/PESTLE analysis, this external factor supports increased access to Facebook's social network. In addition, growing disposable income in developing countries improves the ability of users to purchase devices to access the company's services, thereby contributing to business expansion. Such conditions support Facebook's overall competitive strategy and growth strategy. This pestel/PESTLE analysis element indicates that Facebook Inc. has a great opportunity to expand its multinational operations, especially through market penetration. Social/social and cultural factors that influence Facebook's popularity and global reach in Facebook's business environment are influenced by social conditions. The impact of sociocultural trends and changes on a company's remote or macro environment is determined in this PESTEL/PESTLE analysis element. The following socio-cultural external factors are most noticeable in the case of Facebook Inc.: Increased preferences for high-quality services (opportunities) Increase online purchase (opportunities) Increase support for corporate social responsibility (opportunities) With increased financial opportunities and improved living conditions, people are increasingly emphasizing the high quality of services they use. In the context of this PESTEL/PESTLE analysis, this social condition enables Facebook Inc. to improve its quality of service standards to satisfy and retain customers who pay for the company's advertising services. In addition, the increase in online shopping around the world creates opportunities for Facebook to develop additional services to profit from the retail sales generated through its social networking website and related mobile apps. For example, a company can offer the best markets to address this trend. The company also has the ability to social responsibility programs as a way to meet user expectations. Based on external factors in this element of The PESTEL/PESTLE analysis of Facebook Inc., there is great scope for improving the company's services to optimize competitive advantage. Technology factors in Facebook's business technologies affect Facebook Inc., believing that it is a business based on online technology. This PESTEL/PESTLE analysis identifies the underlying technological impacts on the firm's remote or macro environment. The following technological external factors affect Facebook Inc.: Expanding the use of mobile devices (opportunities) Increasing the number of Internet companies social media (threat) Diversification of online retail firms (threat) Facebook has the ability to improve user experience with their mobile applications. This feature is based on the trend of increasing the use of mobile devices worldwide. However, this PESTEL/PESTLE analysis points to the threat of increased competition as more social networks on the Internet try to attract users from the company's social media services. This technological trend also leads to market saturation, which is a threat noted in the analysis of SWOT Facebook Inc. In addition, diversification of online retail firms threatens to compete with the company. For example, giants such Amazon.com may offer online advertising services through their network of affiliate websites. This pestel/PESTLE analysis shows that Facebook Inc. must continue to improve its social networks and display advertising services to retain customers. The environmental/environmental factors of Facebook's social media business are partly related to the natural environment. The impact of environmental issues and trends on a company's remote or macro environment is determined in this PESTEL/PESTLE analysis element. The following environmental external factors affect the company: Increased focus on business sustainability (opportunities) Increasing complexity of waste management standards (opportunities) Climate change (threat and opportunity) Facebook Inc. has the ability to enhance its social media business resilience to address concerns about the natural environment. In addition, the company can introduce more waste management measures and standards for its corporate activities. Such efforts can address the growing complexity of waste management standards, especially in Western countries. Facebook is facing the threat of climate change, which could prompt businesses to move their servers and other hardware elsewhere in the future. Improving Facebook Inc.'s position in corporate social responsibility can help address the external factors shown in this PESTEL/PESTLE analysis element. Laws on legal factors overlaying requirements and restrictions on Facebook This element of the PESTEL/PESTLE analysis covers the impact of legal systems and regulations on the remote or macro environment of firms. Legal external factors prominent in the case of Facebook are: Improving patent law worldwide (opportunities) Increased regulatory support for free Internet wi-fi regulation (opportunity) in China (threat and capability) Increased regulation of online data (threats) Facebook Inc. has the ability to innovate and introduce new products, with the expectation of legal protection based on improving patent laws around the world. In addition, this pestel/PESTLE analysis points to an increase in free Wi-Fi coverage as a profitable trend. For example, based on this external factor, a company can expand the reach of social networks in many areas around the world. However, Facebook is suffering from its ban in China. However, the firm has the ability to adjust its services and negotiate with the Chinese government to gain access to the country's online social networking market. Regulation of online data collection, sharing and processing has increased markedly following the Cambridge Analytica scandal and related issues in 2018. This external factor threatens the company and the online advertising industry. Overall, this element of PESTEL/PESTLE analysis shows that legal external factors mainly provide opportunities that Facebook Inc. can take to expand its operations and reach the market. PESTEL/PESTLE Analysis Facebook Inc. - Recommendations This analysis by Facebook Inc.'s PESTEL/PESTLE highlights the importance of strategic reforms to address major challenges in the global social media and online advertising market. Companies need strategies to protect their business from the threats identified in this external analysis. For example, management and strategies need to address the threat of government repression and appropriate regulation of the collection and processing of online data. Such issues require strategic management measures that recognize the urgency of government and regulatory action. It is recommended that Facebook Inc. address issues with the Chinese government to infiltrate the country's social media market, which is one of the largest in the world. The aim is to have the ban on the social network lifted. Another recommendation is that the company should develop new products that support online shopping to create new revenue streams for the corporation. In addition, based on this analysis, PESTEL/PESTLE recommends that Facebook diversify its business. Diversification can reduce the risk to the firm's market. Links to Facebook Inc. - Form 10-K Gillespie, A. (2007). PESTEL macro-environment analysis. Basics of Economics, Oxford University Publishing House, USA. 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