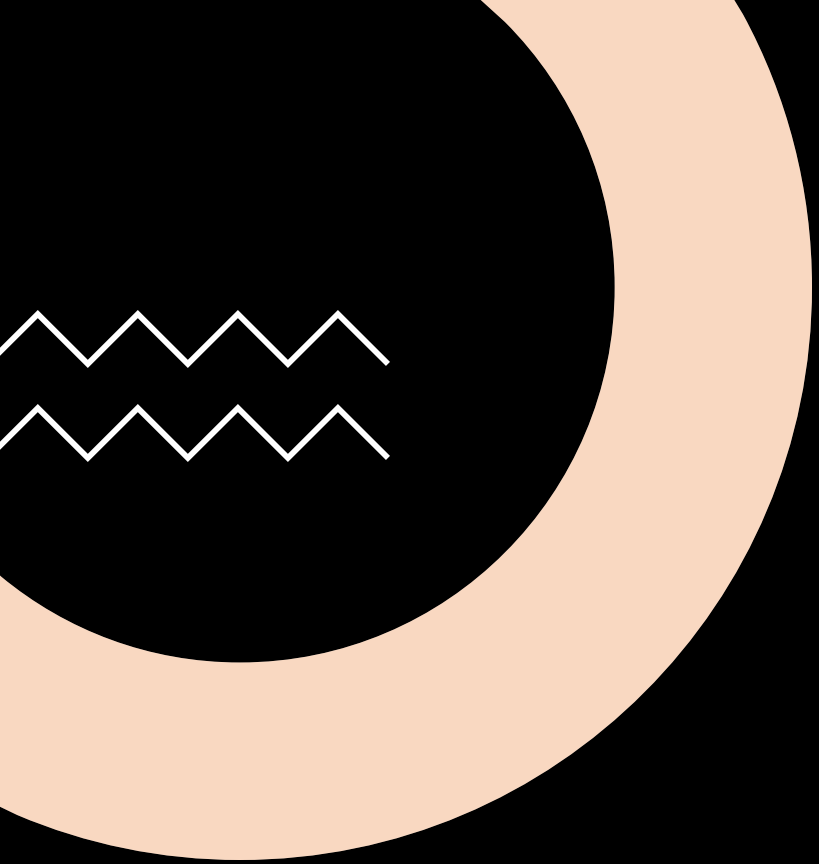


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- Lecturer: Muhammed Islam
 - BMSW 4004

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- Political
- Pandemic, staying at home, businesses closed, people dying
- Economic
- Inflation
- Profit/losses
- Rates have gone up

Pestel part 2

- Social
 - Technolgy
 - Advertisement
 - Social media
 - Links
-



Pestel part 3

Enviromental

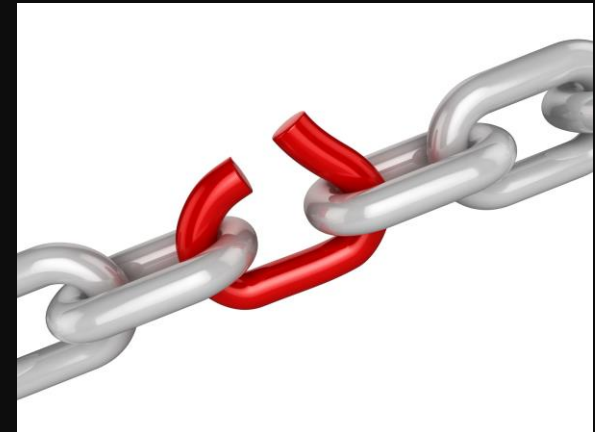
- Pandemic
- Supply chain
- Government regulations
- Restrictions

- legal
- Law regulations
- Health and safety



Swot part 1

- Strengths
- Recognition 150 shops worldwide goodwill
- Weakness
- Inflation
- Cost of living





SWOT PART 2

Opportunities

- Online Sales
- More Technology – Social Media
- Outsourcing

Threats

- Pandemic
- Lockdown Restrictions
- Cost of Living
- Supply Chain Issues