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develop their strategic awareness increase their understanding of how the functional areas of management (in which they are most likely to work) contribute to strategic management and to strategic changes within organizations appreciate how strategic change is managed in organizations.

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identify the external factors that may change in the future; to exploit the changes (opportunities) or defend against them (threats) better than competitors would do. The outcome of PEST is an understanding of the overall picture surrounding the company. PEST analysis is also done to assess the potential of a new market.

PEST & PESTEL Analysis | SMI - Strategic Management Insight

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