

Apparel Industry in China – PEST Framework Analysis

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Abstracts

There is no doubt that China has over the years become one of the biggest textile and apparel producer and exporter in the world. The enormous growth of the textile and apparel industry in the last ten years has made China a true leader of the sector.

Aruvian Research analyzes China's Apparel Industry in a PEST Framework Analysis. A PEST analysis is concerned with the environmental influences on a business. The acronym stands for the Political, Economic, Social and Technological issues that could affect the strategic development of a business. Identifying PEST influences is a useful way of summarizing the external environment in which a business operates.

Apart from the PEST Analysis, this report also includes a brief profile of the Apparel industry in China.

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