

Automotive Parts Industry in the US – PEST Framework Analysis

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Abstracts

Automotive parts are defined as both Original Equipment (OE) and Aftermarket parts.

Original equipment are parts that go into the assembly of a motor vehicle or are purchased by the assembler for its service network and referred to as OES parts. Aftermarket parts are broken into two categories: replacement parts and accessories. Replacement parts are automotive parts built or rebuilt to replace OE parts as they become worn or damaged. Accessories are parts made for comfort, convenience, safety, or customization, and are designed for add-on after the original sale of the motor vehicle.

Aruvian's R'search analyzes the Automotive Parts Industry in the United States 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.

Contents

A. EXECUTIVE SUMMARY

B. INTRODUCTION TO THE INDUSTRY

B.1 Industry Definition

B.2 Industry Profile

B.3 Future Outlook

C. PEST FRAMEWORK ANALYSIS

C.1 Political Aspects

C.2 Economic Aspects

C.3 Social Aspects

C.4 Technological Aspects

D. GLOSSARY OF TERMS

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