

# Canada's Securities Brokerage Industry – PEST Framework Analysis

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## Abstracts

Canada's securities brokerage market consists of companies that provide or serve as intermediary brokers of securities. It consists of units mainly engaged in trading stocks, shares or other financial assets for others on a commission or transaction fee basis. It also includes units engaged in underwriting financial asset issues or acting as securities or stock option dealers.

Aruvian's R'search analyzes Canada's Securities Brokerage 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.

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