

China Energy Industry – PEST Framework Analysis

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Abstracts

Since the 1980's China has invested significantly to develop its coal, natural gas and petroleum industries. The Chinese energy industry is one of the biggest energy markets in the world. Having undergone a complete restructuring as well, the Chinese government is committed to develop its energy industry by putting in place favorable policies that attract substantial investment into the markets.

Addressing the growing environmental problem that is facing China, the Chinese government has also turned its attention towards the development of renewable energy sources such as solar, wind, geothermal and tidal power. Its abundant wind energy resources has given China the potential for mass producing wind power. China has also become a name to reckon with in the market for wind turbines in recent years.

As the energy industry develops at a rapid pace, there is no doubt that China will continue to progress in the field of energy in coming years.

Aruvian Research analyzes the Chinese energy 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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