

Equipment Manufacturing Industry in the US – PEST Framework Analysis

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Date: April 2012

Pages: 20

Price: US\$ 175.00 (Single User License)

ID: E63E2EAB40BEN

Abstracts

There are two categories of industrial machinery and equipment manufacturing machinery:

Standardized machinery: These are typically found in the paper, transportation, chemical, mining, or aircraft industries - includes equipment such as packaging lines, plastic molding equipment, and machines used for punching, stamping, or bending metal.

Customized equipment takes longer to build, is more expensive, and is more profitable than standardized equipment.

The major group in this industry includes establishments engaged in manufacturing industrial and commercial machinery and equipment and computers. Included are the manufacture of engines and turbines; farm and garden machinery; construction, mining, and oil field machinery; elevators and conveying equipment and office machinery; and refrigeration and service industry machinery. Machines powered by built-in or detachable motors ordinarily are included in this major group, with the exception of electrical household appliances. Power-driven hand tools are included in this major group, whether electric or otherwise driven.

Aruvian's R'search analyzes the Equipment Manufacturing 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.

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