

Retail Industry in the US – PEST Framework Analysis

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Abstracts

All businesses that sell goods and services to consumers fall under the umbrella of retailing. The retailing market could be classified in terms of multiline retail, specialty retail and Internet or catalog retail.

The multiline retail sector is composed of the general merchandise and department store classes of retailer. The general merchandise stores industry includes all owners and operators of stores offering diversified general merchandise.

The specialty retail sector includes apparel retail, computer & electronics retail, home improvement retail and specialty stores (including auto parts and tires, office supplies, sporting goods, books, sporting goods, hobby, toys and games).

Internet retailing includes all sales made via the Internet, but does not include revenues generated by the provision of online content or online financial services, nor does it include business-to-business trading. The industry profile as a whole does not include distributors or wholesalers.

Aruvian's R'search analyzes the Retail 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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