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Cosmetic got a high demand in the society and as a result there have been so many cosmetic firms all over the world. The

main purpose of this analysis is to understand how the PESTEL analysis affects the cosmetics industry. In this report I will talk about political, economic, social, technological, environmental, legal factors in details to have a clear understanding how each of these factors affect the external environment of cosmetics industry.

The PESTLE acronym stands for Political, Economic, Social, Technological, Legal, and Environmental factors, and through a PESTLE analysis you unearth and record the various factors in these categories that may have an impact on your business. A completed PESTLE analysis allows busi-

ness owners to plan and strategize their next steps with a clear picture of the current and upcoming external factors that will impact their business.

Every company selling beauty products are liable to follow strict regulations and this PESTLE analysis of the beauty industry confirms dives deeper into these facts. Political Factors: Strict guidelines Product safety is a hot topic in the United States.

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### Is It PESTLE or PESTEL Analysis And What It Means

The tool I am going to use to analyse the business environment in Nigeria is PESTEL Analysis. For people that are not familiar with PESTEL, it is an acronym for Political, Economic, Social, Technological, Environmental and Legal factors. These factors play important roles in determining whether a business will succeed or not.

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September 18, 2016. July 10, 2018. Administrator Economic, Environment, Environmental, External Factors, Legal, PEST, PESTEL, Political, Social, Technological. A PESTEL analysis or PESTLE analysis (formerly known as PEST analysis) is a framework or tool used to analyse and monitor the macro-environmental factors that may have a profound impact on an organisation's performance.

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### How And What

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### Doing Business in Nigeria - PESTEL Analysis

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