**INNOVATION AND BUSINESS PERFORMANCE Learning outcome 2: ACTIVITY 11**

## **The future for mobile phones**

For the mobile phone industry, conduct a SWOT and PESTLE in order to analsye the future direction of an organisation in this sector.

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| **STRENGTH** | **WEAKNESS** |
| **OPPORTUNITY** | **THREAT** |

**PESTLE ANALYSIS**

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|  | **FACTOR** | **IMPACT** |
| **P** |  |  |
| **E** |  |  |
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