

# PESTLE Analysis of Colombia 2012, September 2012

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## Abstracts

Colombia's economic growth is primarily driven by private consumption and exports. The government is promoting export by negotiating FTA with many countries and trade regions. The economy experienced moderate growth during 2006-2011 and is forecast to witness good growth over 2012-2017 and reach an estimated \$451.6 billion by 2017.

Lucintel, a leading global management consulting and market research firm, makes a concise study and an insightful analysis on Colombia's political, economic, social environments and business risks and presents its findings in 'PESTLE Analysis of Colombia 2012.'

The R&D sector is expected to witness significant growth because of the government's emphasis on increased investment. The government also lays a great emphasis on stabilizing the macroeconomy and controlling inflation in the development plan.

Lucintel has identified that high crime rate, drug trafficking, and heavy dependency on oil export are the major growth challengers. Strong foreign exchange reserve, good business environment, highly educated leading to skilled labor pool, and young population are the drivers providing the economy with a competitive advantage.

This Lucintel research report provides a concise overview of the PESTLE analysis of Colombia. It is an acumen to the trend analysis of Colombia's position in terms of GDP, pricing regulation, FDI, consumption, saving, and investment, government policy agenda, sectoral contribution, demographic analysis, labor market, social development index, technology policy, and corporate, tax, and environment laws. This study also provides up-to-date information on the market share, profit margins, capabilities and strategies of the leaders. The report helps current suppliers realistically assess their capabilities, strategies, vis-a-vis leading competitors. It is designed to provide executives with strategically significant competitor information, data, analysis and

insight, critical to the development and implementation of effective marketing and sales plan.

This unique report from Lucintel will provide you with valuable information, insights and tools needed to identify new growth opportunities and operate your business successfully in this market. This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business in this market. In today's stringent economy, you need every advantage that you can find.

### **Features of This Report:**

To make business, investment, and strategic decisions, you need timely, useful information. This market report fulfills this core need and is an indispensable reference guide for multinational materials suppliers, product manufacturers, investors, executives, distributors, and many more that operate in this market.

Some of the features of "PESTLE Analysis of Colombia 2012" include:

- Trend and forecast for key macroeconomic variables that are useful to make major investment decision

- Analysis on economic activity, investment environment, and trade structure of the country

- Major industries in Colombia and its contribution to GDP

- Trends in savings, investments, and consumptions

- Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries

- Analyses on geographical importance and social structure such as labor quality

- Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Colombia

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