

# PESTLE Analysis of Jordan 2013, July 2013

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## Abstracts

The economy of Jordan is considered among the upper-middle-income countries in the Middle East. Jordan's economy is expected to reach \$36.6 billion by 2018. Industrial and agricultural sectors have grown well in the economy despite the fact that Jordan possesses limited natural resources. The global financial crisis disrupted the macroeconomic and financial stability of many economies including Jordan. The GDP growth of the country went down drastically during recession.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the various risk factors associated with the country and presents its findings in "PESTLE Analysis of Jordan 2013". The report provides an in-depth analysis of the macro-economy, political scenario, social and technological position of Jordan. This report encompasses the knowledge on leading industries in the country.

The report focuses on the challenges involved with Jordan's economy. Jordan suffers from weak political reforms in the country. The government faces protests on social justice. The stability factor of the country is still an issue of concern. The global economic crisis affected the country's economy. The weak business climate contracted the GDP growth rate, resulting in the economy's cyclical downturn.

The study outlines that the country has a growing young population. It is 30% of the country's total population that leads to higher domestic demand. The country has a strong business environment that drives higher FDI inflow in the country. Jordan is ranked 108th in doing business out of 183 countries worldwide.

Jordan faces many challenges in its quest to achieve growth and competitive edge of the economy and demographic developments, but the country has made optimum utilization of its resources. Jordan is likely to grow at a faster pace in the upcoming

years after recovery from Euro crisis.

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 Jordan 2013" 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 Jordan 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 Jordan

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