

PESTLE Analysis of Kenya 2013, July 2013

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Abstracts

The Kenyan economy is expected to outpace the growth of global GDP and grow to \$89 billion at the current prices by 2018. The Kenyan government's strategy to modernize the agriculture sector, strengthen medium and small scale enterprises, and focus on investment in Information and Communications Technology and business services are expected to drive the economy over the forecast period.

Lucintel, a leading global management consulting and market research firm, has performed a political, economic, social, technological, legal, and environmental (PESTLE) analysis of Kenya and presents its findings in "PESTLE Analysis of Kenya 2013." This report analyzes the impact of different macroeconomic indicators of the country on different industries. The report also includes the impact of socio-political and demographic changes on different industries in that country. This report analyzes the domestic and external economic trends, government policies, technological changes, and their impact on different industries.

Lucintel's study indicates that Kenya is among the most developed economies in the African region with its own strengths and weaknesses. The country derives its major strengths from its geostrategic location, high domestic demand, well educated workforce, and strong financial position. All these factors make the Kenyan economy one of the most competitive nations in the world. At the same time, Kenya needs to address a number of significant challenges and risks, such as high unemployment rate, current account deficit, and low R&D. Kenya holds the scope for development by strengthening innovation, creativity, and proper utilization of its full human potential.

This report provides the knowledge on leading industries and the emerging industries in the country. This report gives the insightful SWOT analysis of Kenya. This report helps the investor to easily understand the strengths, weaknesses, opportunities, and threats of the Kenyan economy. This report will be helpful for strategic analysis done by CEO,

managers, bankers, and industrialists who want to know about political, social, and economic outlook of Kenya. This report will also benefit those who want to invest in Kenya.

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 Kenya 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 Kenya 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 Kenya

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