

PESTLE Analysis of Romania 2014

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Abstracts

Service sector including technology based industries are likely to drive Romanian economy. Recovery of global economy particularly European economy would impact positively on country. Romania proposes a broad range of IT services, responding to the most sophisticated needs of the Romanian companies including banks, fund administration, e-commerce, etc. Romanian economy is likely to grow to \$252 billion at the current price by 2019, at a CAGR of 3.1% during 2014 to 2019.

Lucintel, a leading global management consulting and market research firm, has analyzed the political, economic, social, technological, legal, and environmental factors of Romania, and has come up with a comprehensive research report “PESTLE Analysis of Romania 2014”. This report provides an analysis of the Romanian economy from historical, current, and future perspectives. SWOT analysis, scenario analysis, and risk analysis of Romania is also included in the report. The report also includes forecast of the economic growth through 2018.

The report highlights various drivers and challenges which have influence on investment decisions in the economy. The country faces only social challenges including decreasing population and high corruption. Major social concern for the country is decreasing population due to higher emigration rate which will affect the income levels and purchasing power of the country. Continuous digital innovation in Romania led technology based industries to grow with higher rate. It is evident that digitalization is beginning to displace the traditional media forms. Another emerging industry in Romania is financial intermediaries including Banking activities and NBFCs (Non-Banking Financial Corporations). Growing need and enhancement in technology leads banking industry to grow with CAGR of 2% over the period from 2008-2013.

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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.

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