

# PESTLE Analysis of Thailand 2012, September 2012

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## Abstracts

Thailand is an upper middle class economy in Southeast Asian. The country's economy is projected to grow with a CAGR of 7% to reach US \$522 billion by 2017. Thailand is a member of the Association of Southeast Asian Nations (ASEAN) and maintains a close relationship with the ASEAN countries. The country's economy is boosted by growth in exports value, vibrant domestic consumer market, cost-effective work force attracting foreign investors, with a government that promotes investment through policies focused on liberalization and free trade.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the political, economic, social, technological, legal, and environmental conditions of Thailand and presents its findings in "PESTLE Analysis of Thailand 2012." This study provides a concise overview of doing business in Thailand and includes the annual trends and forecast for GDP and population.

In the report, Lucintel discusses the growth challenges that affect Thailand. The country is politically instable and has had to deal with a series of anti-government protests. This instability is proving to be the major threat to businesses such as the tourism industry and real estate investment.

The Thai government has formulated strategies that aim to strengthen the automobile industry, agricultural industry, and electronic industry as well as encourage private sector participation in developing the industrial sector, especially small and medium enterprises. Thailand's large and expanding market attracts leading multinationals, encouraging local innovators, allowing domestic producers to attain scale economies, and permitting formation of clusters and agglomerations that promote competitive advantage.

This economic report is intended to provide industry leaders with a competitive

benchmarking of the industries doing business in Thailand. The study provides up-to-date information on economic upheavals, social dynamics, political instability, industrial development, technological advancement, and the market entry strategy for doing business in this country.

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 Thailand 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 Thailand 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 Thailand

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