

# PESTLE Analysis of Turkey 2012, May 2012

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## Abstracts

Undeterred by the 2009 global economic crisis, Turkey has managed to flourish in the global market. The Turkish economy is expected to experience robust growth at a 13.2% CAGR over the next five years and reaches \$1,226 billion by 2017.

Lucintel, a leading global management consulting and market research firm, has analyzed the Turkish economy and presents its findings in “PESTLE Analysis of Turkey 2012.” The service sector is the key driver of the Turkish economy. The service sector contributed a major share in GDP in 2011 and is likely to expand in the upcoming years. Strong domestic demand and abundant natural resources are driving the economy. Turkey is the world’s fifteenth-largest economy in terms of the Purchasing Power Parity (PPP). As Lucintel’s study indicates, the Turkish economy is not totally void of challenges such as increasing current account deficit and increasing debt, which have decreased the foreign exchange reserves of the country.

Turkey is one of the strong contenders for gaining membership in the EU (European Union). The country has huge potential in the automotive, retail, telecom, and construction sectors. More important, the modified Turkey Commercial Code is expected to make the investment environment smoother for investors. Stability in the government supported the industrial sector and accelerated the GDP growth except during the crisis period.

Lucintel has done a detailed study on Turkey’s political, economic, social, research and development, technological, and legal aspects. This study provides an overview for doing business in Turkey, provides trend and forecast based on the past 10 years, and includes opportunity and emerging trend analyses that provide sharp insights for investors.

This research study is designed and intended for use by new entrants, manufacturers,

OEMs, investors, executives, and consultants focused on the economy and markets of Turkey. The data and analysis found in this report can be utilized for a variety of functional business reasons, including business development, strategic planning, determination of market size and trends, competitive analysis, investment decisions, and joint product development.

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 Turkey 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 Turkey 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 Turkey

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. TURKEY POLITICAL ANALYSIS**

2.1: Structure and stability of government

2.2: Government policy agenda

2.2.1: Policy agenda

### **3. TURKEY ECONOMIC ANALYSIS**

3.1: Sectoral contribution to GDP and GDP growth rate

3.2: Pricing trends - inflation and interest rates

3.3: Consumption, saving, and investment trends

3.4: International trade and its contribution to GDP

3.5: Foreign direct investment by industry

### **4. TURKEY SOCIAL ANALYSIS**

4.1: Social and demographic analysis

4.2: Labor market

4.3: Social development index

### **5. TURKEY R&D AND TECHNOLOGICAL FACTOR**

5.1: R&D expenditure in Turkey

5.2: Impact of technology in industry

5.3: Technology policy

### **6. TURKEY LEGAL ENVIRONMENT ANALYSIS**

6.1: Company law

6.2: Labor law

6.3: Tax law

6.5: Recent economic policies

6.6: Doing business in Turkey 2012

### **7. TURKEY'S ENVIRONMENTAL ANALYSIS**

7.1: Government action against environmental issues

7.2: Environmental Policy

## **8. TURKEY'S SWOT ANALYSIS**

## List Of Figures

### LIST OF FIGURES

Chapter 3. Turkey Economic Environment Analysis

Figure 3.1: Trend of real GDP growth rate

Figure 3.2: Forecast of real GDP growth rate

Figure 3.3: Quarterly trend of growth for GDP and IIP

Figure 3.4: Trend of percapita income

Figure 3.5: GDP sectoral contribution

Figure 3.6: Share of different sectors to GDP

Figure 3.7: Sectoral growth volatility

Figure 3.8: Quarterly trend of inflation and interest rate

Figure 3.9: Annual trend of inflation and interest rate

Figure 3.10: Trend of savings and investments as percentage of GDP

Figure 3.11: Trend of consumption expenditure as percentage of GDP

Figure 3.12: Turkey's international trade structure

Figure 3.13: Exports as percentage of GDP

Figure 3.14: Foreign direct investment by industry

Chapter 4. Turkey Social Analysis

Figure 4.1: Trend of population and growth of population

Figure 4.2: Population age structure

Figure 4.3: Trend of unemployment rate in Turkey

Chapter 5. Turkey R&D and Technological Factor

Figure 5.1: Trend of R&D expenditure in Turkey

## List Of Tables

### LIST OF TABLES

Chapter 3. Turkey Economic Environment Analysis

Table 3.1: FDI limits by industry

Table 3.2: Economic factor and its impact on business

Chapter 4. Turkey Social Environment Analysis

Table 4.1: Population age structure of Turkey

Table 4.2: Corruption, GINI, Homicide, and Human Development Index

Table 4.3: Social factor and its impact on business

Chapter 6. Turkey Legal Environment Analysis

Table 6.1: Income tax slab for year 2011

Table 6.2: Indicators for starting business

Table 6.3: Ranking for procedures of starting business

Table 6.4: Legal factor and its impact on business

Chapter 7. Turkey's Environmental Analysis

Table 7.1: Environmental factor and its impact on business

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