

Economic Analysis Template

There are two broad categories of information in this guideline: general economic data that serve as a basis for evaluation of the economic soundness of country, and information on channels of distribution and media availability.

- I. Introduction
 - A. Population
 - B. Total
 1. Growth rates
 2. Number of live births
 3. Birthrates

- II. Distribution of population [Age, Sex, Geographic areas, Migration rates and patterns, Ethnic]

- III. Economic statistics and activity
 - A. Gross national product (GNP or GDP)
 1. Total
 2. Rate of growth (real GNP or GDP)
 - B. Personal income per capita
 - C. Average family income
 - D. Distribution of wealth
 1. Income classes
 2. Proportion of the population in each class
 - E. Minerals and resources
 - F. Surface transportation
 1. Modes
 2. Availability
 3. Usage rates
 4. Ports
 - G. Communication systems
 - H. Working conditions [Employer-employee relations, Employee participations, Salaries & B]
 - I. Principle industries
 1. What proportions of the GNP does each industry contribute?
 2. Ratio of private to publicly owned industries
 - J. Foreign Investment [Opportunities and which industries]
 - K. International trade statistics
 1. Major exports
 - a. Dollar value
 - b. Trends
 2. Major imports
 - a. Dollar value
 - b. Trends
 3. Balance-of-payments situation
 - a. Surplus or deficit?

b. Recent trends

4. Exchange rates

L. Trade restrictions

M. Extent of economic activity not included in cash income activities

N. Labor size

O. Inflation rate

IV. Development in science and technology

V. Channels of distribution [macro analysis]: This section reports data on all channel middlemen available within the market. Later, you will select a specific channel as part of your distribution strategy.

A. Retailers

1. Number of retailers

2. Typical size of retail outlets

3. Customary markup for various classes of goods

4. Methods of operation (cash/credit)

5. Scale of operation (large/small)

6. Role of chain stores, department stores, and specialty shops

B. Wholesale middlemen

1. Number and size

2. Customary markup for various classes of goods

3. Method of operation (cash/credit)

C. Import/export agents

D. Warehousing

E. Penetration of urban and rural markets

VI. Media: This section reports data on all media available within the country or market. Later, you will select specific media as part of the promotional mix and strategy.

A. Available of media

B. Costs

1. Television

2. Radio

3. Print

4. Other media (cinema, outdoor, etc.)

C. Agency assistance

D. Coverage of various media

E. Percentage of population reached by each medium

VII. Executive summary

After completing the research for this section, prepare a two-slide summary of the major points and place it at the front.