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PESTLE Analysis of Oman 2013



Published: August 2013

Lucintel, the premier global management consulting and market research firm creates your equation for growth — whether you need to understand market dynamics, identify new opportunities, or increase your profitability.

PESTLE Analysis of Oman 2013

Background:

The economy of Oman is considered as one of the high-income economies in the Middle East. The economy is estimated to reach \$95 billion by 2018. The global economy continues to grow in spite of uncertainties in Europe and the US markets. Oman is well ahead of the leading economies of the world in terms of economic growth as well as global average growth rate. This is completely attributable to the strong economic policies of the country.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis on the various risks associated with Oman and presents its findings in "**PESTLE Analysis of Oman 2013**". The report studies the political, economic, social, technological, legal, and environmental analysis of Oman. The country possesses medium risk in terms of political, economic, social, and technological aspects.

Lucintel report indicates that Oman has faced many challenges in its quest to achieve growth and competitive economic edge and demographic developments. Overdependence on exports based on hydrocarbon has led to the maturity of the oil fields. Fuel combusted during the production of energy and energy-related products accounts for 67% of Oman's total CO₂ emissions.

The report describes that the country has made optimum utilization of resources to become a developed country. Oman has a profitable geostrategic location as it is located at the mouth of Persian Gulf and is bordered by the United Arab Emirates, Saudi Arabia, and Yemen. It also shares a marine border with Iran. Oman is ranked 33rd in terms of per capita income which opens up opportunity for retail and real estate sectors.

This report analyzes the impact of different macroeconomic indicators of the country on different industries and includes the impact of socio-political and demographic changes. This report analyzes domestic and external economic trends, government policies, technological changes, and their impact.

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 Oman 2013" include:

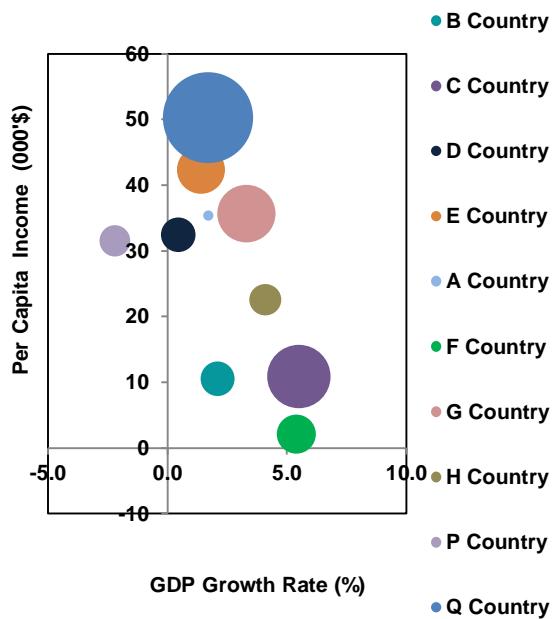
- Trend and forecast for key macroeconomic variables that are useful to make major investment decision
- Analysis on economic activity, investment environment, and trade structure of the country
- Major industries in Oman and its contribution to GPD
- Trends in savings, investments, and consumptions

PESTLE Analysis of Oman 2013

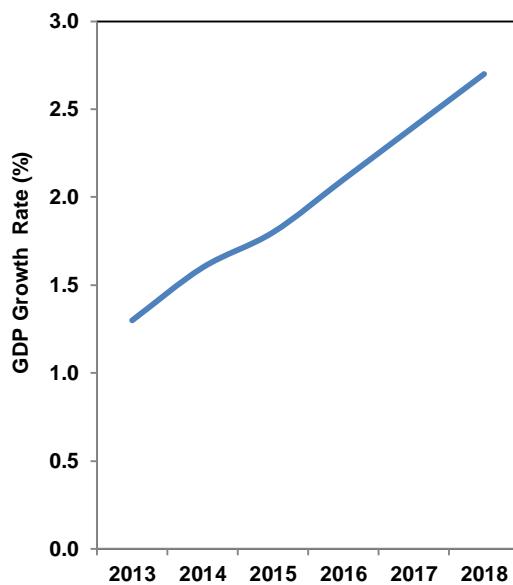
- Analysis of Political, Economic, Social, Technological, Legal, and Environmental scenarios as well as their impact on different industries
- Analyses on geographical importance and social structure such as labor quality
- Strength, Weakness, Opportunity, and Threat (SWOT) analysis of Oman

More than 24 figures/charts and 12 tables are provided in this roughly 65-page report.
Sample charts with random data are presented below.

Global Economic Scenario, 2012 -
Random Data



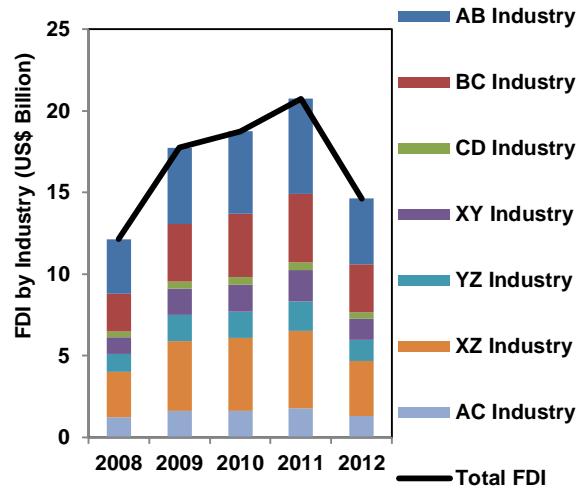
Forecast of Real GDP Growth
Rate of Oman - Random Data



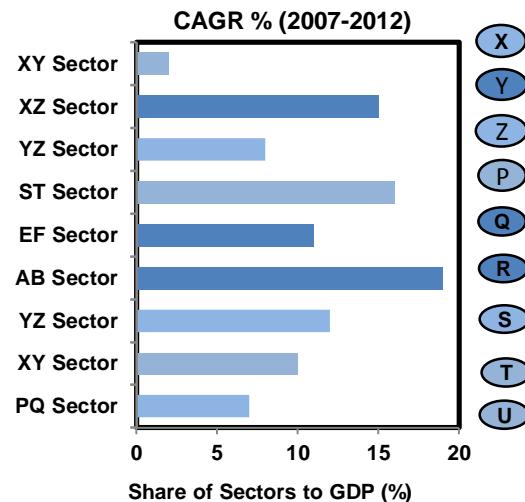
* Bubble Size Represents GDP at Current
Price

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FDI Inflows by Industry in Oman - Random Data



Share of Different Sectors to GDP in Oman, 2012 US B - Random Data



Political Factors and Their Impact on Business – Random Data

Factors	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
Government Stability	Positive	●	XYZ Industry	XYZ Industry
Policy Reform	Positive	●	XYZ Industry	XYZ Industry
International Relations	Positive	●	XYZ Industry	XYZ Industry
Internal Security	Positive	●	XYZ Industry	XYZ Industry
 Very High High Medium Low No				

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Economic Factors and Their Impact on Business – Random Data

Factors	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
GDP Growth Rate	A	●	XYZ Industry	XYZ Industry
Inflation Rate	B	○	XYZ Industry	XYZ Industry
Per-Capita Income	C	○	XYZ Industry	XYZ Industry
Interest Rate	D	●	XYZ Industry	XYZ Industry
Industrial Production	E	○	XYZ Industry	XYZ Industry
Foreign Direct Investment	F	●	XYZ Industry	XYZ Industry
 Very High High Medium Low No				

Social Factors and Their Impact on Business – Random Data

Factors	Current condition	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
Population Growth Rate	---%	Positive	○	XYZ Industry	XYZ Industry
Unemployment Rate	--%	Positive	○	XYZ Industry	XYZ Industry
Urbanization Rate	--%	Positive	●	XYZ Industry	XYZ Industry
Corruption Rate	--%	Positive	●	XYZ Industry	XYZ Industry
Labor Cost	--\$/hour	Positive	○	XYZ Industry	XYZ Industry
 Very High High Medium Low No					

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Legal Factors and Their Impact on Business – Random Data

Factors	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
Corporate Tax	Stable	●	XYZ Industry	XYZ Industry
Value Added Tax	Stable	●	XYZ Industry	XYZ Industry
Tax Incentives	Increasing	●	XYZ Industry	XYZ Industry
 Very High High Medium Low No				

Technological Factors and Their Impact on Business – Random Data

Factors	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
R&D Spending	Positive	●	XYZ Industry	XYZ Industry
Technology Transfer	Positive	●	XYZ Industry	XYZ Industry
Obsolete Technology	Positive	●	XYZ Industry	XYZ Industry
Penetration of Internet for Business Transaction	High	●	XYZ Industry	XYZ Industry
Mobile Connectivity	High	●	XYZ Industry	XYZ Industry
 Very High High Medium Low No				

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Environmental Factors and Their Impact on Business – Random Data

Factors	Future Direction	Impact on Business	Industries to be Benefited	Industries to be Negatively Affected
Kyoto Protocol	Positive	●	XYZ Industry	XYZ Industry
Euro Emission Standard	Positive	●	XYZ Industry	XYZ Industry
Public Opinion on Green Issues	Positive	●	XYZ Industry	XYZ Industry
Government Opinion on Water Pollution	Positive	●	XYZ Industry	XYZ Industry

● Very High ● High ● Medium ● Low ● No

Benefits of a Lucintel Report:

Lucintel's core competency is in market research and management consulting. In the last 14 years, Lucintel has worked on hundreds of market and economic research studies. Lucintel's market reports offer the following benefits:

- **Enhance your global growth strategy** with key economic and potential industry analysis
- **Fine-tune your business expansion planning** and market development with analysis of domestic demand analysis and demographics structure analysis
- **Explore business opportunities** with the analysis of leading industry, potential sector analysis and by understanding strength, weakness, opportunity, and threat of the country
- **Know the business environment** of the country using report's PESTLE analysis and their impact on industry. Also included is Foreign Direct Investment and Trade structure analysis.

Please see below comments from our customers on how they benefited from our market reports.

"We found great value in Lucintel's research both from a commercial and technology standpoint. Not only did we gain insights into the value chain and the key players in each industry segment, but we also were able to understand their future plans. Lucintel helped us better align our products with the needs of the market." Genaro Gutierrez, PhD, Business Development Manager –Dow Chemical

"The information is so comprehensive and detailed, that it has allowed us to identify and focus our new business development efforts. This one report has saved months of legwork." Bill Barz, L&L Products, Inc.

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"With more than 20 years experience in the industry, this is the first time we have come across such an extensive and detailed market analysis for our industry." Ven Cote, CEO, **ZCL Composites**

"The report from Lucintel is useful not only for business planners, but also for the technology officers wanting to create a roadmap of who uses which technology" Dr. GiulioRanzo, **Booz Allen Hamilton Consulting**

"Lucintel's report has saved precious time and resources brought together in a concise and informative manner. The report clearly outlines the key markets and segments, but also highlights those with potential. This helps assist with decisions to cement our current position within our own market but also formulate long-term strategies to realize the potential for global growth that can be achieved. The most detailed report of its nature in the market place at present." Paul Everley, **Peters & May Ltd.**

"We bought Lucintel's report because it is the best report about our industry...a complete and appropriate analysis." CesareAndrenacci – **Ferretti Group**

Who Can Benefit From This Report?

This study is intended for material suppliers, parts fabricators, investors, executives, and consultants. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

Business development
Business presentation
Competitive analysis
Budgeting

Strategic planning
Determination of market size and trend
Personnel training
Investment decision

Research Methodology:

Lucintel has been closely tracking and conducting research on variety of industries and countries since 1998. This research project was designed for the purposes of determining the investment opportunities in Oman. In order to ensure fairness with our analysis, we compared several factors in order to align the current performance and, more importantly, the future prospects.

Our analysts used the following sources for the creation and completion of this valuable report:

- Political, Economic, Social, Technological and legal analysis of Oman economy.
- Extensive search of current published literature, market and database information including industry news, country news, and customer intentions.
- A compilation of the experiences, judgments, and insights of Lucintel's analysts, who have analyzed and tracked the economic study of the country.

Lucintel collects a significant amount of uninterpreted data from a variety of sources and converts this into intelligent data as follows. The intelligent data is used by our clients for making confident business decisions. The following figure is a graphical representation of the end-to-end Lucintel research process.



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