

| TASK DETAILS | |
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| Title | ECONOMIC CONDITION ANALYSIS |
| Type | TEAM |
| Activity | REFINE BUSINESS IDEA |
| Department | ALL DEPARTMENT |
| Duration | 1x SESSION, 1 LESSON HOUR |
| LEARNING OBJECTIVE | OUTPUT |
| • | An analysis of how economic conditions impact the company |

INTRODUCTION

The economic condition of a region significantly affects a company's growth, both directly and indirectly. Several key economic indicators can illustrate the state of an economy, including GDP, inflation, and unemployment rate.

| No | ACTIVITY |
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| 1 | <p>Introduction to Economic Indicators</p> <p>The facilitator introduces several macroeconomic indicators and their impact on both the broader economy and individual businesses. These include:</p> <p>Gross Domestic Product (GDP):</p> <p>GDP is the total value of all output produced within a country's borders over a one-year period. It measures the value of goods and services produced in a country, regardless of the nationality of the producer. For instance, income earned by citizens working abroad is not included in GDP.</p> <p>Inflation:</p> <p>Inflation is broadly defined as a general and sustained increase in prices. A price increase in only one or two goods is not considered inflation unless it leads to widespread price hikes across other goods. The opposite of inflation is deflation.</p> <p>Unemployment Rate:</p> <p>The unemployment rate is the ratio of the number of working-age individuals who are unemployed to the total labor force.</p> <p>Exchange Rate:</p> <p>The exchange rate is the price of one country's currency expressed in another currency. It plays a critical role in financial decision-making, as it allows for the translation of prices across countries into a common value.</p> <p>Interest Rate:</p> <p>The interest rate is the percentage of the loan principal paid as a service fee (interest) over a specified period.</p> |
| 2 | <p>Next, the facilitator instructs each department to investigate the five-year trend for these five economic indicators in Indonesia and discuss how these trends may impact their company. Economic data can be sourced from: www.tradingeconomics.com</p> |

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| 3 | <p>Group Presentation</p> <p>Each department presents a brief summary of their findings. One member from the Marketing Department will be assigned to collect and document the key findings from all presentations and compile them into a final report summarizing the economic condition analysis and its impact on the company.</p> |
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REFERENCE

Abel, Andrew B., Bernanke, Ben. 2008. Macroeconomic. Pearson

Samuelson, Paul A., Nordhaus, William D. 2005. Macroeconomics. McGraw-Hill Education.

<http://www.bi.go.id/id/moneter/inflasi/pengenalan/Contents/Default.aspx>. 17 Juli 2017

TASK TEMPLATE

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