

# External Analysis: Global Economic Outlook Essay

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Political Factors Experts argue that in 2014, US domestic legal regulations will follow the trend of 2013 by raising taxation issues and slowing the expansion and growth of online retail (State Legislatures, 2013; Tribbey, 2013). As a result of this emerging political factor, internet retailers should further seek governmental support from US Senate and Congress Commerce Committees in order to receive benefits in regard to taxation. Online retailers therefore should also seek the assistance of local authorities in order to develop the demand for e-commerce to an even more significant level. They can expand operations through strengthening political relationships. The online ecommerce industry needs either pre-determined national priority supporting the e-market development or strong governmental lobbying of the internet-based industry in order to increase the industry's capacity to earn. Therefore the industry should approach US taxation issues (Marketplace Fairness Act) in order to facilitate conditions friendly to the e-commerce development (State Legislatures, 2013; Tribbey, 2013).

Economic Factors According to The United Nations Department of Economic and Social Affairs, the research suggests the US and global economy are expected to grow at a pace of 3.0 percent in 2014 and 3.3 percent in 2015, compared with an estimated growth of 2.1 percent for 2013. Since US online retail companies deal in US dollars, fluctuations of currency in 2014 can cause issues when selling via the internet. Currently, there are forecasts that global economy will be

improving, and internet sales will grow (DeTar, 2013; Miller, 2013). Economy standards of particular countries might require specific str..... middle of paper .....p://www.strategicmanagementinsight.com/swot-analyses/amazon-swot-analysis.html29. Tsuruoka, D. (2014, January 9). Amazon's third-party retailers sold over 1 billion items in 2013. Investor's Business Daily.30. Tribbey, C. (2013). Supreme Court passes on Amazon tax case. Home Media Magazine, 35(49),31. World Economic Situation and Prospects 2014: Global economic outlook (Chapter 1) <http://www.un.org/en/development/desa/publications/wesp2014-firstchapter.html>. Web 3 Feb 201432. Vella, Matthew. "Business & Money." Business Money Amazon Wants to Send You Stuff before You've Even Decided to Buy It Comments. Time Magazine, 18 Jan. 2014. Web. 31 Jan. 2014.33. "Zacks Investment Research." E-Commerce Stock Update. Zacks, Nov. 2013. Web. 01 Feb. 2014.34. "Smartphone Users Worldwide Will Total 1.75 Billion in 2014." - EMarketer. N.p., 16 Jan. 2014. Web. 02 Feb. 2014.

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