

Unit 3 Business Finance Basics

Economics and You: Economic Indicators

Directions Conduct research to find current information about the following economic indicators. Write a summary of your findings and cite the sources.

1. Unemployment Rate

2. Gross Domestic Product

3. Consumer Confidence

4. Assume you are an intern in a jewelry store and it is time to purchase inventory for holiday shoppers. Purchases are made six to ten months before the selling season. Since you do not have crystal ball, how would you suggest the owner use data from economic indicators in making decisions about the price range and quantity of goods to order?

5. Assume you are an intern in a business that makes teddy bears. There are two major retail selling season for teddy bears – one in February and one in December. Retail sales are relatively flat the remainder of the year. This entire year consumer confidence has been down and unemployment keeps going up. The company also faces competition from foreign companies. You have been invited to share your opinion about sales projections and inventory needed for those projections based on the current economic situation. Write your statement to the company detailing your opinions and recommendations.
