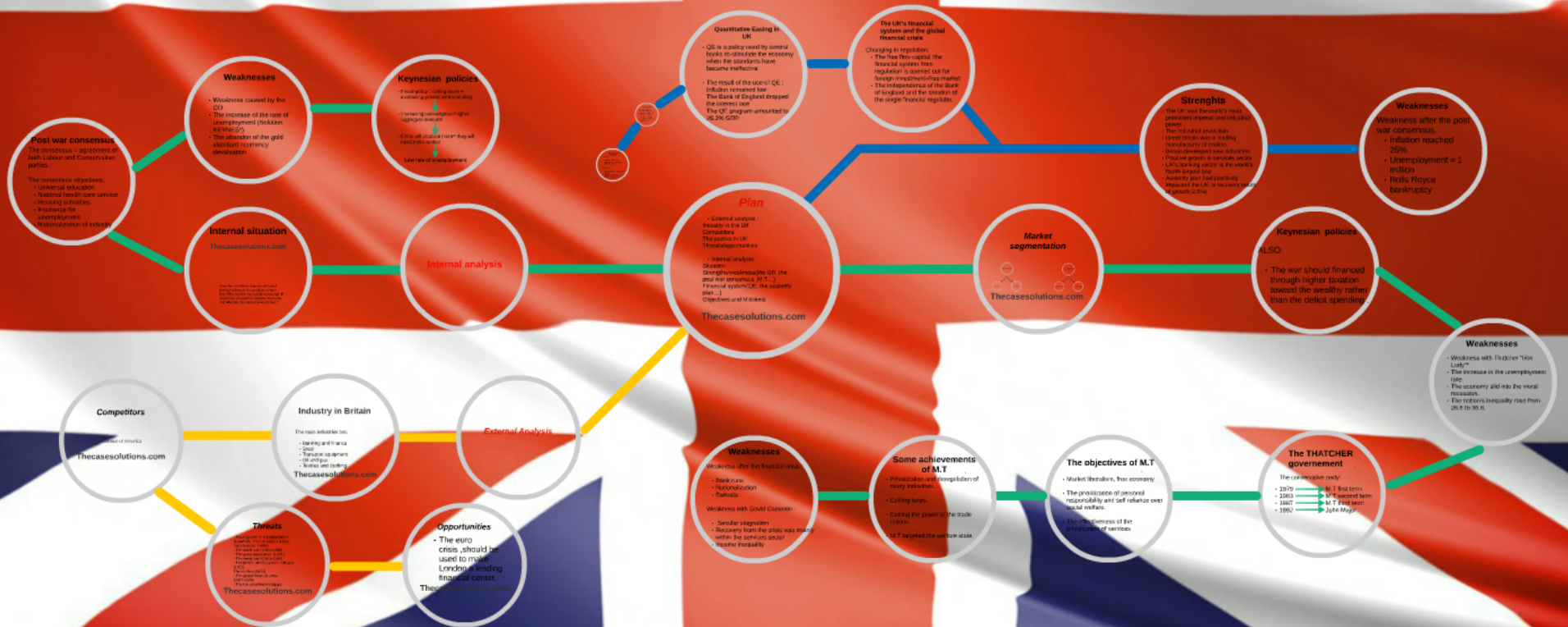


The United Kingdom and the Means to Prosperity

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Plan

- External analysis :
Industry in the UK
Competitors
The parties in UK
Threats/opportunities
- Internal analysis :
Situation
Strengths/weakness(the GD ,the
post war consensus ,M.T...)
Financial system(QE, the austerity
plan...)
Objectives and Missions

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Industry in Britain

The main industries are:

- Banking and finance
- Steel
- Transport equipment
- Oil and gas
- Textiles and clothing

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Competitors

- Germany
- United States of America

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Market segmentation



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Threats

- Rapid growth in industrialization elsewhere .The US largest global manufacturer .(1890)
- The world war I (1914-1918)
- The great depression (1929)
- The world war II(1939-1945)
- The Breton woods system collapse (1971)
- The oil choc (1973)
- The global financial crisis (2007-2008)
- The US subprime mortgage

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Opportunities

- The euro crisis ,should be used to make London a leading financial center.

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Internal situation

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After the problems that the UK faced during its history the problems remain that if the country has totally recovered, if it has fully escaped its longest recession, and whether this recovery would last?