Remy Post

**What stage of the Business Cycle is both your home and target country in?**

My home country is the United States. According to the article, “Where Are We in the Current Business Cycle?”, by Kimberly Amadeo, suggests we are in the “Expansion Phase”, and have been for the last 10 years. The indicators to support this are unemployment rates, consumer confidence and housing.

My target country will be Canada, which has been expanding for some time now. The market seems to see an increase in consumer spending and low unemployment rates. Andy Blatchford of The Canadian Press notes the different indicators impacts on the economy. In his article, “Canadian economy was resilient in 2018, but troubling signs ahead, quotes Craig Alexander, Chief Economist of Deloitte. He says, “he economy will continue to have healthy growth in 2019 but noted it's due for some moderation.” But he also points out that, “We are in the late stages of a business cycle.” “That doesn't mean that a recession is around the corner, but we need to recognize that we're 10 years into an economic recovery, expansion. Business cycles are typically eight to 10 years long."

**What stage of the Business Cycle is your industry in, and your company in?**

UW Health is in an expansion stage and the leading Health care organization in Wisconsin. Healthcare is always advancing and looking for new technology to improve delivery of care. I believe that Healthcare’s cycle depends on the country’s business cycle. If the country is “booming”, more money is going into the economy, causing more spending and vice versa. No spending, no expansion.

**How can you use these understandings to steer your company towards growth?**

I can use this information and these indicators to anticipate the right time to expand into Canada, if there is one. Also, these indicators help you budget according to the economy’s business cycle. You would not want to expand if the economy and consumers are not spending. Granted Canada has Universal Healthcare but, advancing technology keeps your healthcare facility running and patients coming through the doors.

**What innovations, if any, are present to help?**

Technology in Healthcare is an innovation itself. It is finding the right technology for the location you are in.  Jack Welch says it best, “Innovation is the steady continuous improvement.” We will continue to focus on the patient experience.

Alan Post

My Company: Ring, Home Security Solution

Target Country: Canada

What stage of the Business Cycle is both your home and target country in?

Home Country: USA

Business cycle: Expansion

United State’s GDP Statistics: GDP: 19391, GDP YoY: 3.00%, GDP QoQ 2.20%. GDP growth is in the positive and economy is healthy. (1)

Target Country: Canada

Business Cycle is Expansion

Canada’s GDP Statistics: GDP: 1653 GDP, YoY: 1.6%, QoQ: 0.10%. GDP is in the positive and the economy is healthy. (1)

What stage of the Business Cycle is your industry in, and your company in?

Canada’s Retail industry.

Business Cycle : Expansion. Retail Sales in Canada increased to 1.10% in Jan 2019. (2)

Ring’s Business Cycle is in Expansion as well.

How can you use these understandings to steer your company towards growth?

When the economy is healthy and we analyze the indicators, we can make timed decisions on spending more on innovation and investments, which will increase growth. “During an expansion, jobs become more plentiful as the economy grows. Credit becomes easier to get. Capital starts to flow once more, and investors more freely fund innovation and renewal” (3)

Innovations

Innovations to take advantage with ring products would be AI and IOT. By adding these  features, Ring retails sales would increase.

 1.   Trading Economics. (2019). <https://tradingeconomics.com/canada/indicators>

Trading Economics. (2019). <https://tradingeconomics.com/canada/retail-sales-annual>

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