**Interpreting Macroeconomic Conditions**

* + Analyze several indicators of the macroeconomic conditions in an economy, such as interest rates, income, and other indicators such as CPI, inventory levels, wage rates, consumer confidence, etc. You may chose from these indicators:
  + Economic growth
  + Unemployment
  + Inflation
  + Federal budget
  + Federal government spending
  + Federal government taxation
  + National debt
  + Fiscal policy
  + Social security
  + Interest rates
  + Banking
  + Monetary policy
  + Stock Market
  + Exchange rates
  + Foreign economic issues

Analyze these indicators and explain the expected short term impact on two firms picked from the following list, in terms of product sales and operating costs. **My Picks in bold.**

Banking

Manufacturing

Retail

**Automobile (Ford Motor Company)**

Education

Housing

Steel

**Technology (Apple)**

Healthcare

Financial

Printing

Telecommunications

Software Industry