**Project Overview**

We are **Dajcom Limited**, a leading company in the home appliances, food, and beverage industry. As we explore strategic opportunities to expand our operations into **Panama**, we are seeking your expertise to support us with a market analysis that will guide our investment and entry decisions.

**Project Objective**

The goal of this project is to provide a **clear and data-informed overview of Panama’s economic environment**, focusing on the following key areas:

1. **Overall Economic Growth**
   * **What we need:** Insights into Panama’s economic performance based on annual and quarterly GDP trends.
   * This will help us understand the stability and future potential of the market, so we can determine the right time and scale for entering Panama.
2. **Sector Performance**
   * **What we need:** Analysis of which industries contribute most to Panama’s economy, especially those growing steadily. We are particularly interested in sectors related to food, beverages, manufacturing, logistics, and retail.
   * **Why it matters:** This will help us identify which sectors to focus on or partner with for sourcing, production, or distribution.
3. **Foreign Direct Investment (FDI)**
   * **What we need:** An overview of FDI trends by sector, to see where international companies are choosing to invest.
   * **Why it matters:** Sectors that attract FDI usually have favorable policies, infrastructure, and growth potential. This will give us confidence about where to align our investment strategy.
4. **Key Economic Indicators**
   * **What we need:** A summary of key figures, such as:
     + GDP growth (national and provincial)
     + Sectoral contribution to GDP
     + Compound Annual Growth Rate (CAGR)
     + FDI growth by sector
   * **Why it matters:** These figures will help us compare opportunities and select the best sectors and regions for investment.
5. **Regional and Provincial Insights**
   * **What we need:** Analysis of economic GDP activity at the provincial level, highlighting infrastructure, market access, labor availability, and urbanization.
   * **Why it matters:** This will help us choose the right locations for operations such as manufacturing, warehousing, or distribution.
6. **Strategic Recommendations**
   * **What we need:** A clear summary of opportunities and risks, along with suggested sectors and regions to prioritize.
   * **Why it matters:** Your guidance will help ensure our market entry strategy is focused, data-backed, and aligned with Panama’s economic landscape.

**Expected Deliverable**

We are looking for a **well-structured report** that includes data visualizations (such as charts or dashboards) to clearly present insights. The report should include practical takeaways we can use to inform leadership decisions.