



Thynk Unlimited

BUSINESS

Presented by: GROUP FOUR



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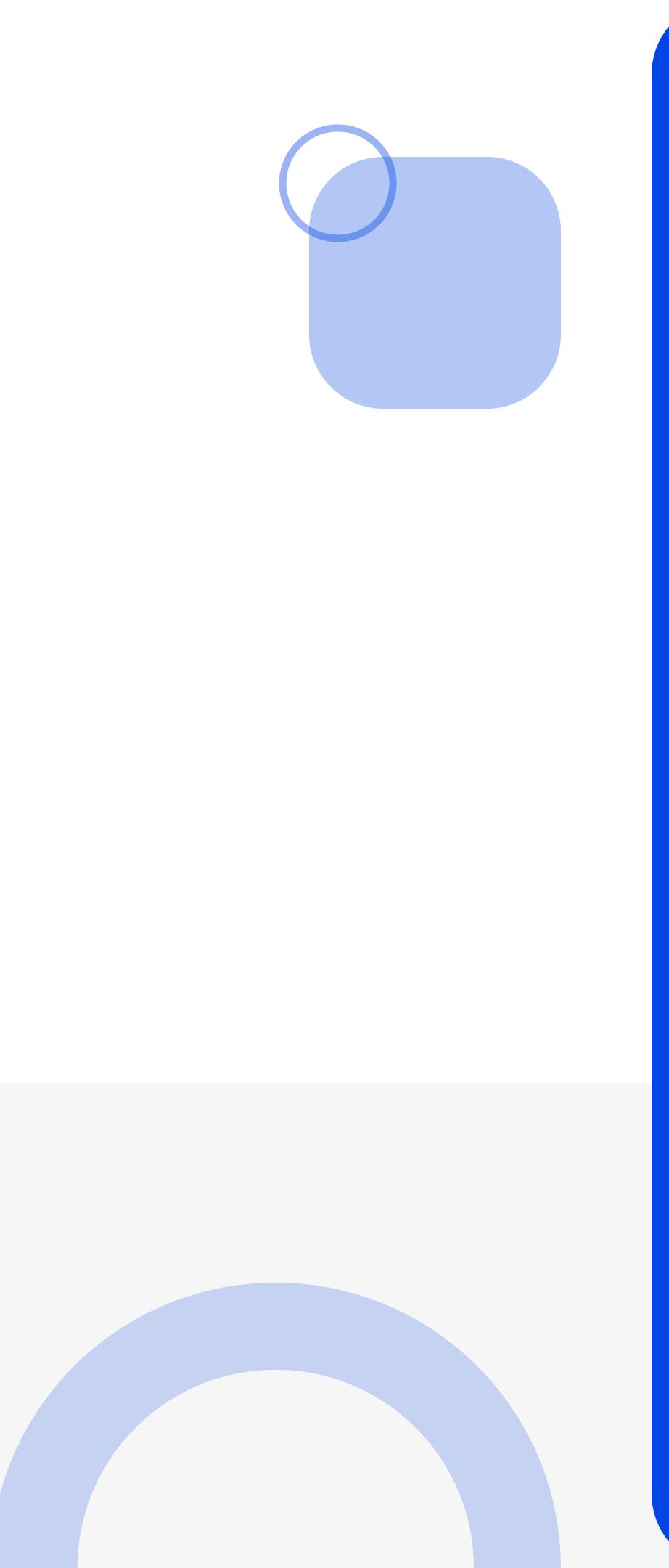
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❖ DIGITAL ECONOMY

THE DIGITAL ECONOMY REFERS TO AN ECONOMY THAT IS BASED ON DIGITAL TECHNOLOGIES, ESPECIALLY THE INTERNET. IT ENCOMPASSES A WIDE RANGE OF ECONOMIC ACTIVITIES THAT USE DIGITIZED INFORMATION AND KNOWLEDGE AS KEY FACTORS OF PRODUCTION.

The journey through the digital economy is just beginning. As technology continues to advance, the possibilities are endless.



THE FOUNDATION



Imagine a city where everything is interconnected. Beneath the streets and across oceans lie broadband cables and data centers that power our digital world. How do these infrastructures enable businesses to operate efficiently and reach global markets? Understanding the digital economy's foundation is essential for leveraging technology for growth and innovation.



The Marketplace

Picture yourself in a bustling online marketplace. Here, businesses can sell anything from books to electronics and groceries. Digital wallets and online banking have transformed commerce.



The Services

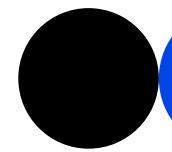
Step into the world of digital services. Imagine streaming your favorite TV shows, browsing social media, or ordering food with just a few taps.



The Power of Data

Think of data as the treasure chest of this digital world. Vast amounts of data are collected and analyzed every second, driving personalized experiences and business innovation.

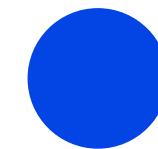
TRENDS IN BUSINESS



Artificial Intelligence

AI is revolutionizing business operations through automation, enhanced decision-making, and personalized customer experiences.

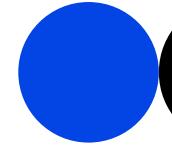
- Customer Service
- Marketing



Remote Work and Digital Collaboration

The rise of remote work has transformed traditional office environments, with digital tools enabling seamless collaboration.

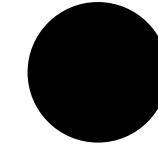
- Video Conferencing.
- Cloud Services.
- Flexible Work Arrangements



Big Data and Analytics

Data-driven decision-making is at the heart of modern business strategies.

Data Collection: Businesses gather vast amounts of data from various sources, including customer interactions and IoT devices.



Internet of Things (IoT)

IoT technology connects everyday objects to the internet, enabling smarter business operations.

- Smart Devices.
- Customer Experience



Cryptocurrency

Cryptocurrency refers to money that relies on cryptography for security measures to prevent counterfeiting and double spending attempts effectively. Unlike currencies issued by governments cryptocurrencies function, on decentralized networks utilizing blockchain technology that logs all transactions across a system of computers.

Main Highlights;

Bitcoin (BTC) established in 2009 as the renowned cryptocurrency.

Decentralized applications and smart contracts can be facilitated by Ethereum (ETH).

Cryptocurrency is famous for its nature and is utilized for different reasons such as investing money in assets, like online shopping and transferring funds internationally.

They operate in a manner which implies that there is no central authority such, as a bank or government overseeing them." Cryptocurrency transactions offer an somewhat discreet way to make fast global payments with lower fees compared to conventional financial systems but entail risks such, as fluctuating prices and uncertain regulations

FOREX TRADE

Forex trading, or foreign exchange trading, involves buying and selling currencies in the foreign exchange market with the aim of making a profit. It's the largest and most liquid financial market in the world, and it operates 24 hours a day, five days a week. Here's a basic overview of how forex trading works:

Understanding Forex Trading:

- **Currency Pairs:** In forex trading, currencies are traded in pairs. For example, EUR/USD (Euro/US Dollar).
- **Bid and Ask Price:** The bid price is what you receive when selling a currency, and the ask price is what you pay when buying. The difference between these two prices is known as the spread.
- **Leverage:** Forex brokers often offer leverage, allowing you to control a large position with a relatively small amount of capital. This can amplify both potential gains and losses



Getting Started:

1. Choose a Reliable Forex Broker:

- o Look for brokers with a good reputation, proper regulation, low spreads, and reliable trading platforms. Examples include OANDA, IG Group, and Forex.com.

2. Open a Trading Account:

- o Sign up for an account with your chosen broker. You might start with a demo account to practice trading without risking real money.

3. Deposit Funds:

- o Once you're comfortable with your trading strategy, deposit funds into your live trading account.

4. Develop a Trading Strategy:

- o Strategies can be based on technical analysis (using charts and indicators), fundamental analysis (considering economic factors), or a combination of both.



Trading Basics : Analyze the Market

- Use technical analysis tools like moving averages, Relative Strength Index (RSI), and candlestick patterns to identify potential trade opportunities.
- Keep an eye on economic news and events that can impact currency values, such as interest rate decisions, employment reports, and geopolitical events.
- Place a Trade:
 - Decide which currency pair to trade and whether you want to buy or sell. Input your trade size, set stop-loss and take-profit orders to manage risk.
- Monitor and Manage:
 - After placing a trade, monitor its performance. You can adjust stop-loss and take-profit levels as the market conditions change.



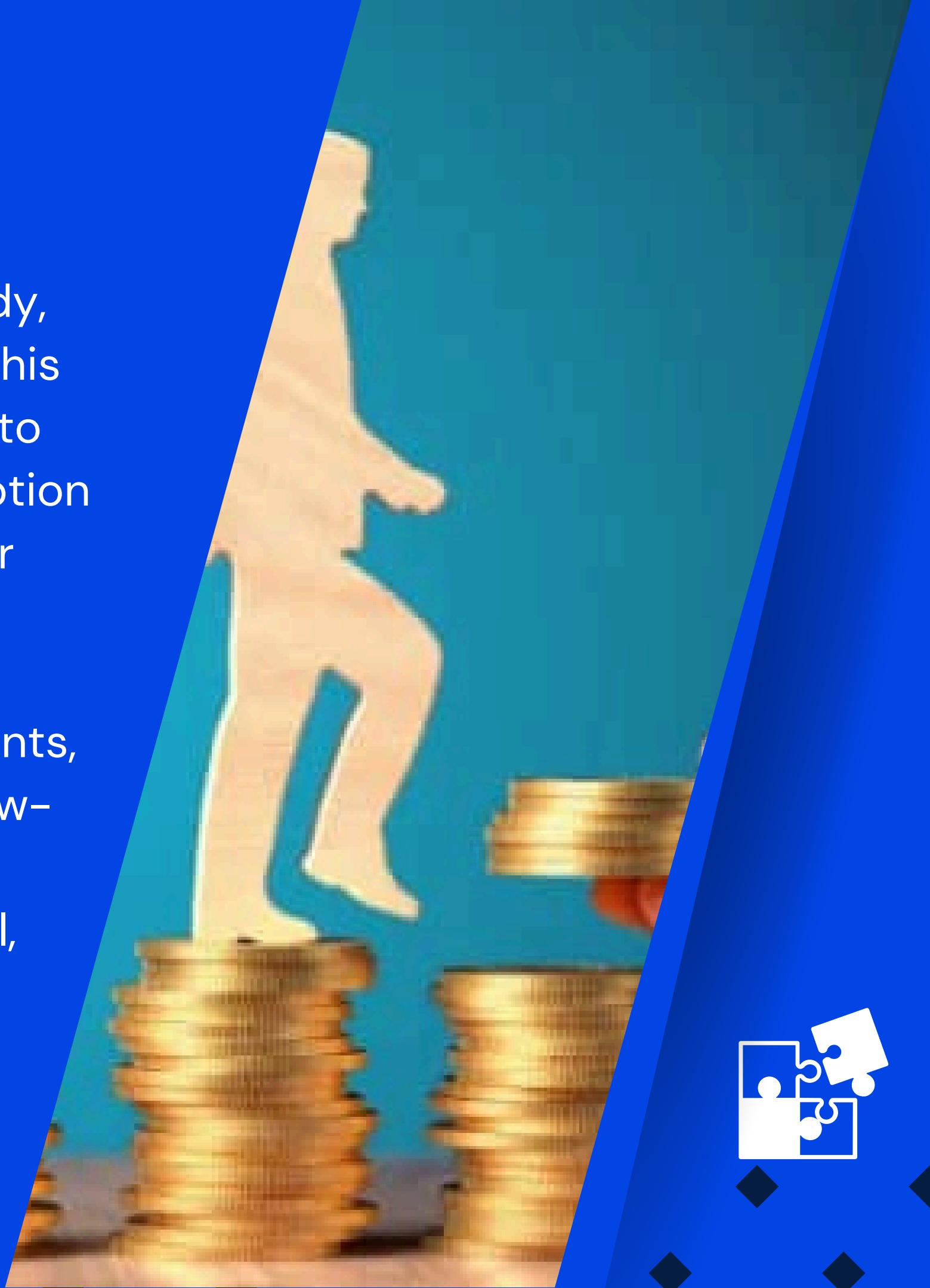
SUBSIDIES

A subsidy is a direct or indirect payment to individuals or firms, usually in the form of a cash payment from the government or a targeted tax cut. In economic theory, subsidies can be used to offset market failures and externalities to achieve greater economic efficiency.

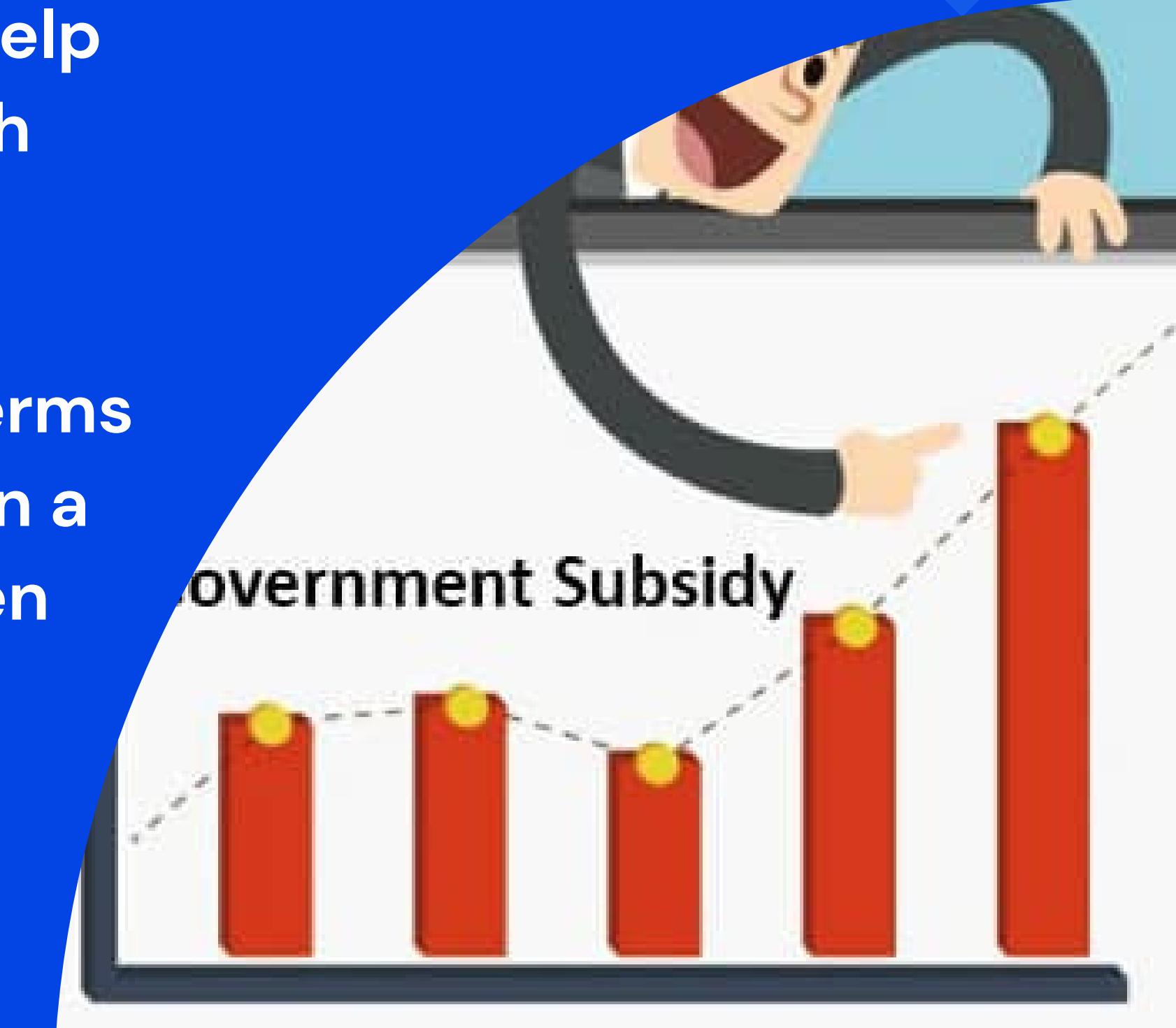
Two of the most common types of individual subsidies are welfare payments and unemployment benefits.

The most common type of subsidy is a production subsidy, which reduces the costs of producing a good or service. This can be done by providing tax breaks or direct payments to businesses. Another common type of subsidy is a consumption subsidy, which reduces the cost of consuming a good or service.

Subsidies come in various forms including: direct (cash grants, interest-free loans) and indirect (tax breaks, insurance, low-interest loans, accelerated depreciation, rent rebates). Furthermore, they can be broad or narrow, legal or illegal, ethical or unethical.



Businesses may use these subsidies to help offset the costs and risks associated with launching new products, expanding operations, investing in R&D, or other strategic projects. The availability and terms of subsidies can be an important factor in a business's decision-making process when planning and executing various projects.



INFLATION

What is Inflation?

Inflation is a general increase in the price of goods and services in an economy over a period of time. This rise in prices decreases the purchasing power of currency

Causes of Inflation

Demand-Pull Inflation

When demand for goods and services exceeds supply, prices rise.

Cost-Push Inflation

When production costs increase, businesses pass those costs onto consumers.

Money Supply Inflation

When there's too much money in circulation, it can cause prices to rise.



Effects of Inflation

Reduced Purchasing Power

Inflation erodes the value of money, making it harder to afford goods and services.

Interest Rate Increases

Central banks may raise interest rates to combat inflation, which can increase borrowing costs.

Economic Uncertainty

High inflation can create uncertainty and make it difficult for businesses to plan for the future.

Inflation Rates Around the World

United States

Inflation rates in the United States have been relatively high in recent years.

European Union

The European Union has also experienced elevated inflation rates.

Japan

Japan has historically experienced very low inflation rates.

India

India has seen a significant increase in inflation rates recently.





THANK YOU
FOR YOUR ATTENTION

