



Marketing environment

Marketing environment

- **Marketing micro environment**
- **Marketing macro environment**



Micro-environment



- Includes entities that directly affect the company activity
- The company **can** directly influence them



Micro-environment



- ■ **Customers – how?**
- ■ **Enterprise – how?**
- ■ **Competitors – how?**
- ■ **Distributors – how?**
- ■ **Suppliers – how?**



Customers



B2C

B2B





Enterprise



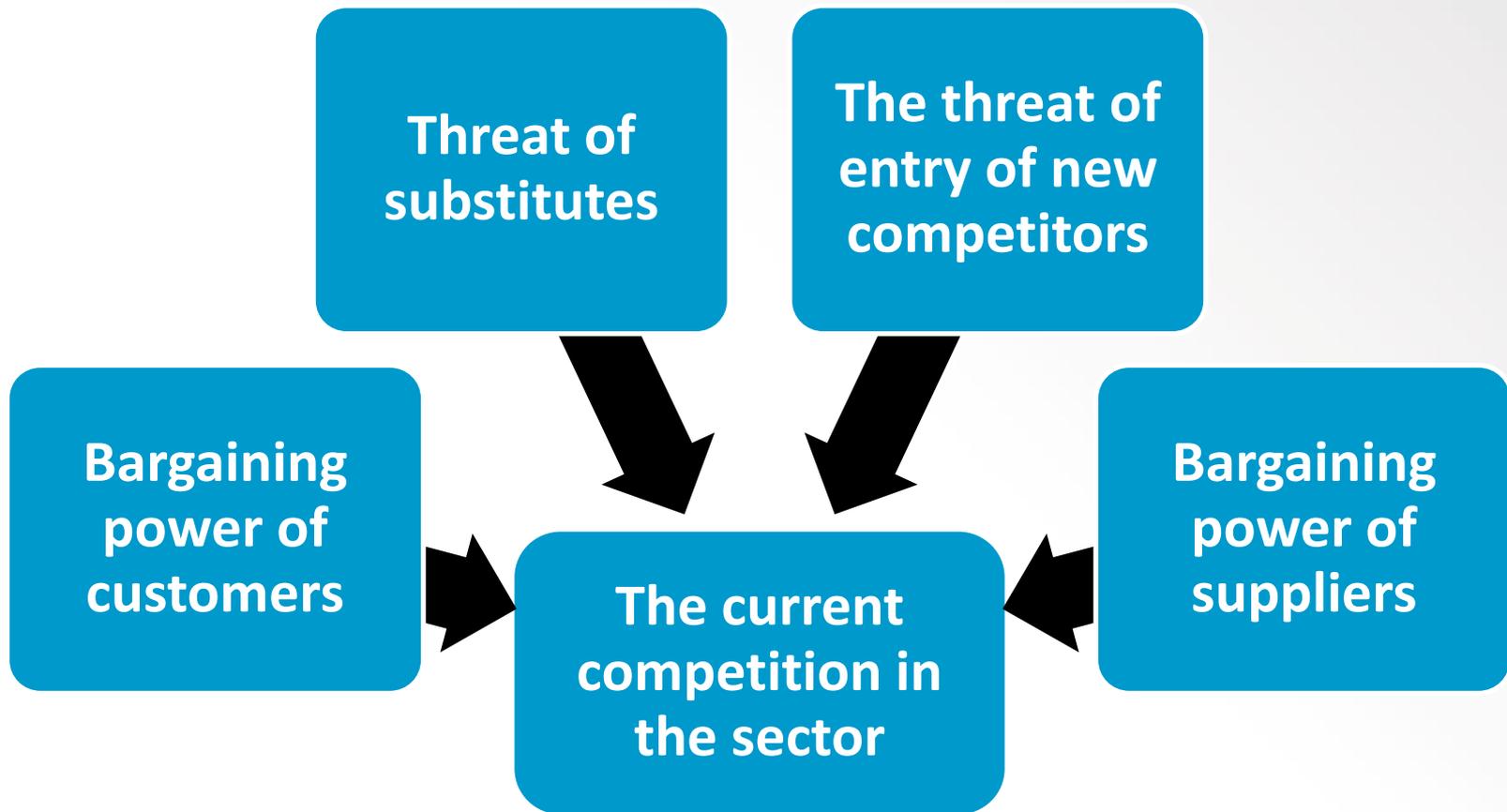


Competitors





The Five Competitive Forces (Porter)



The Five Competitive Forces That Shape Strategy



http://www.youtube.com/watch?v=mYF2_FBCvXw&feature=related



Distributors





Suppliers





Guarantees
a **better deal**
for Third World
Producers





Macro-environment



- Includes entities that affect the whole micro-environment of the company
- The company **can't** influence it



Macro-environment



- **Economic environment**
- **Demographic environment**
- **Socio-cultural environment**
- **Political-legal environment**
- **Natural environment**
- **Technological environment**

Economic environment







Demografic environment



Demografic environment





Socio-cultural environment





Socio-cultural environment

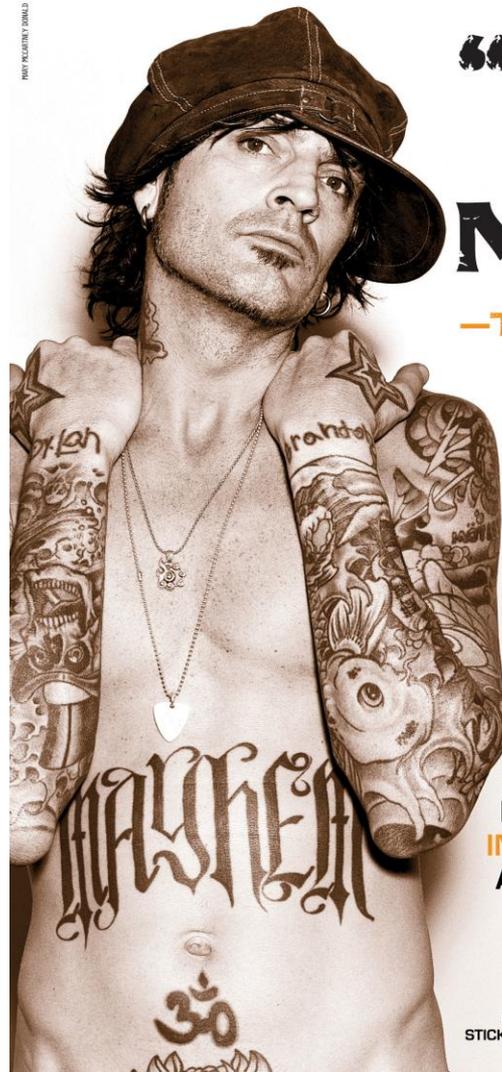


PHOTO: MICHAEL O'NEILL

**“INK,
NOT
MINK”**

—TOMMY LEE

BE COMFORTABLE
IN YOUR OWN SKIN
AND LET ANIMALS
KEEP THEIRS.

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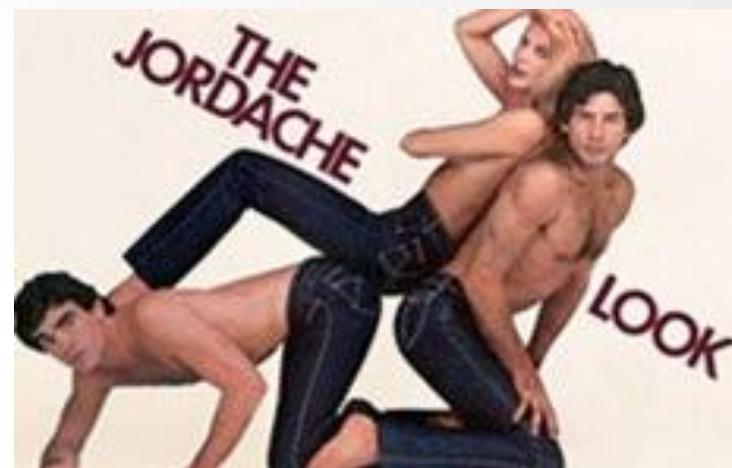
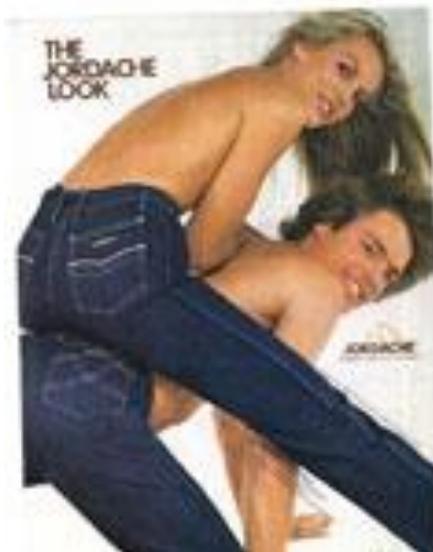
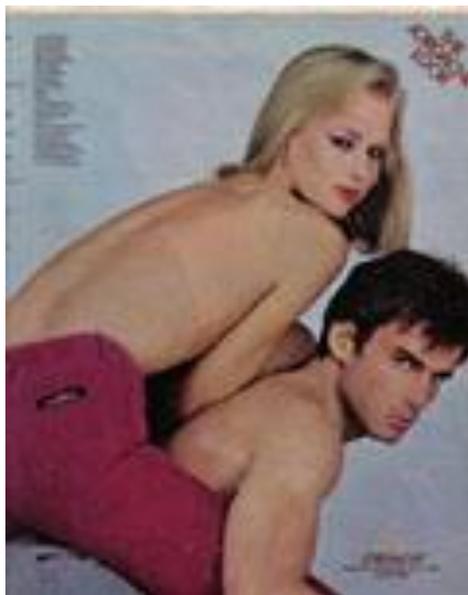
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Political-legal environment



Jordache Jeans 1979





Natural environment





Technological environment



⬅ Technological environment ➡





PEST analysis



Political-legal factors

Economic factors

Socio-cultural factors

Technical and technological factors





PEST analysis



Political-legal factors

Economic factors

Socio-cultural factors

Technical and technological factors



SWOT analysis

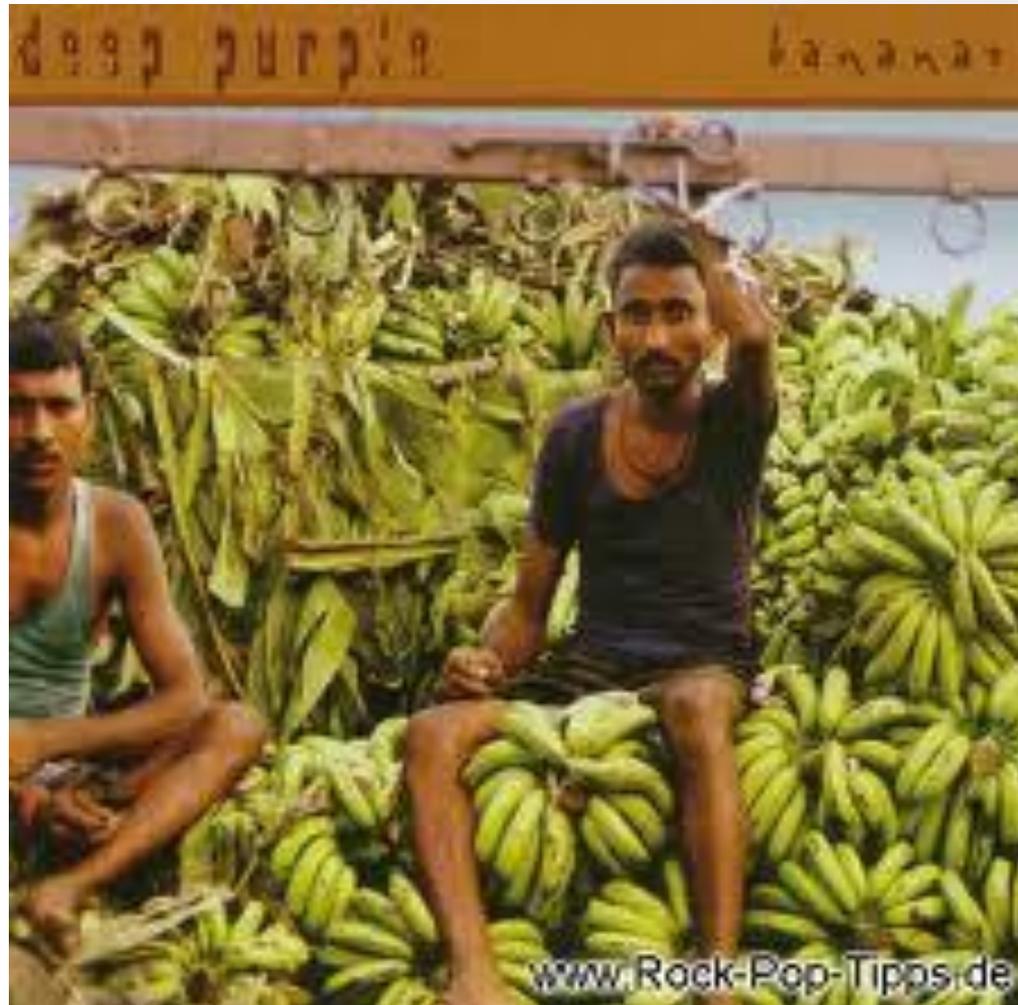


STRENGTHS

WEAKNESSES

OPPORTUNITIES

THREATS



- http://www.youtube.com/watch?v=_LlIOxEmlxs



SUMMARY

