



# 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



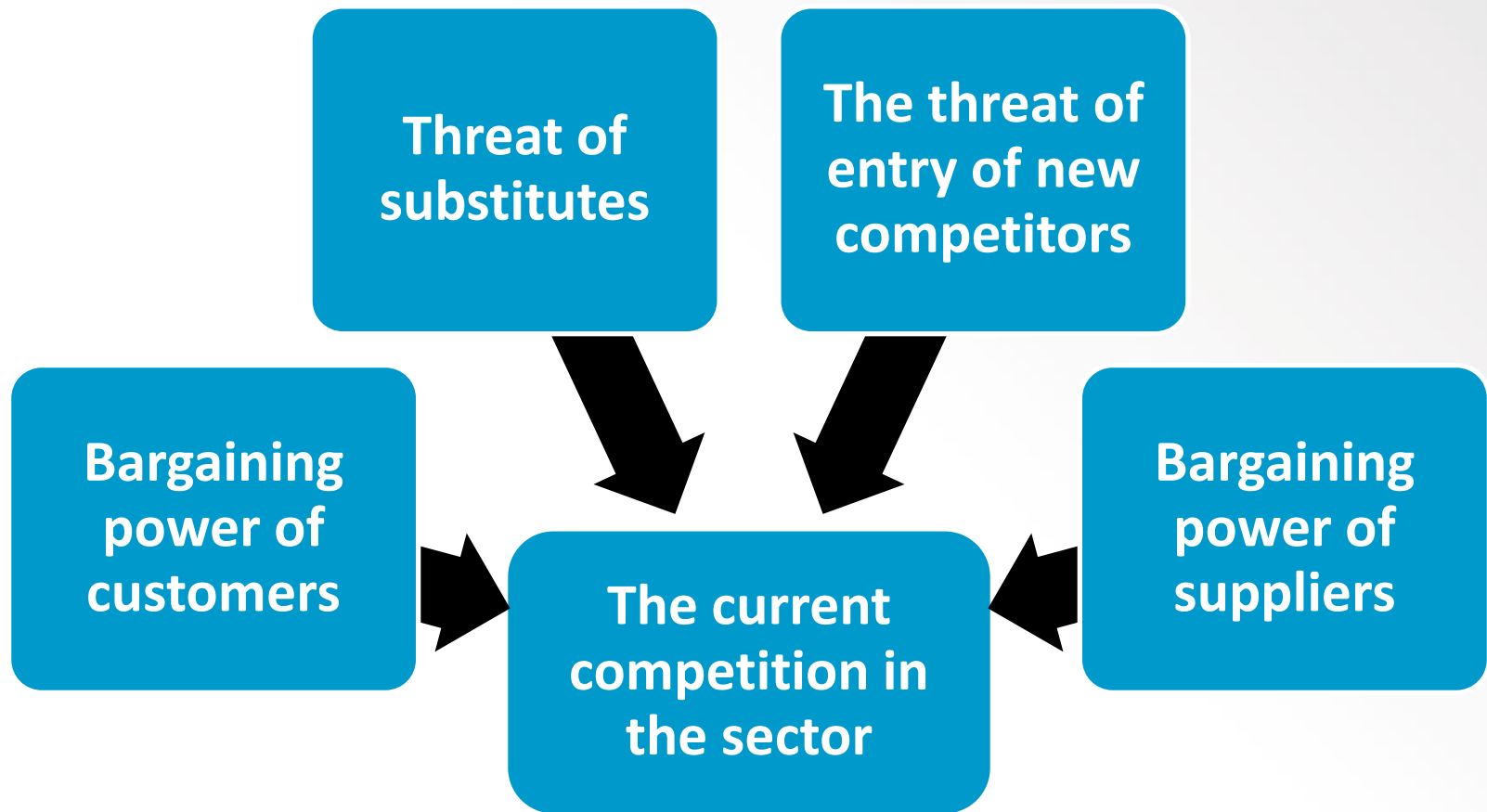


# Competitors





# The Five Competitive Forces (Porter)





# The Five Competitive Forces That Shape Strategy



[http://www.youtube.com/watch?v=mYF2\\_FBCvXw&feature=related](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

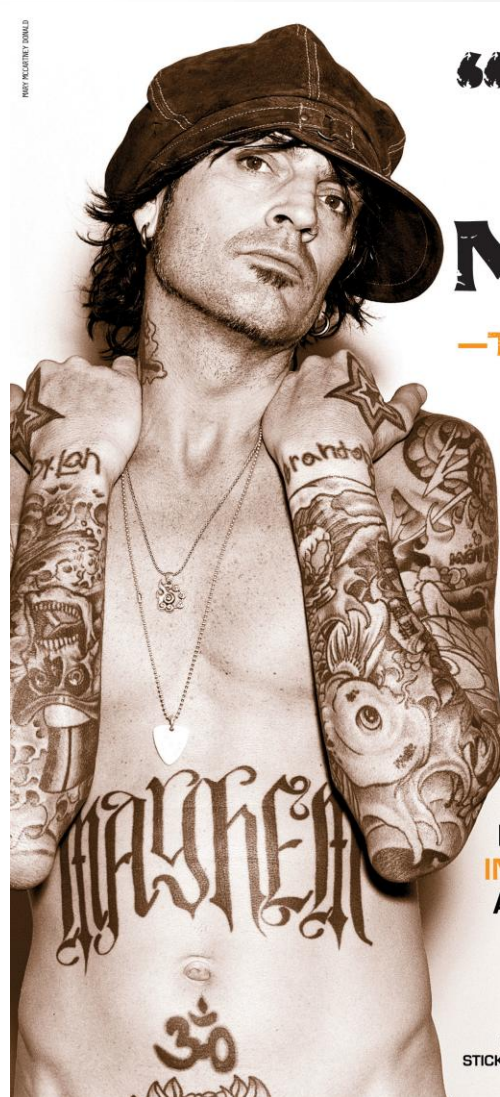


PHOTO: PETER LINDBERGH

**“INK,  
NOT  
MINK”**

**—TOMMY LEE**

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

**peta2.com**

CHECK OUT PETA2.COM FOR FREE  
STICKERS, DVDS, AND MORE INFORMATION.



# 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

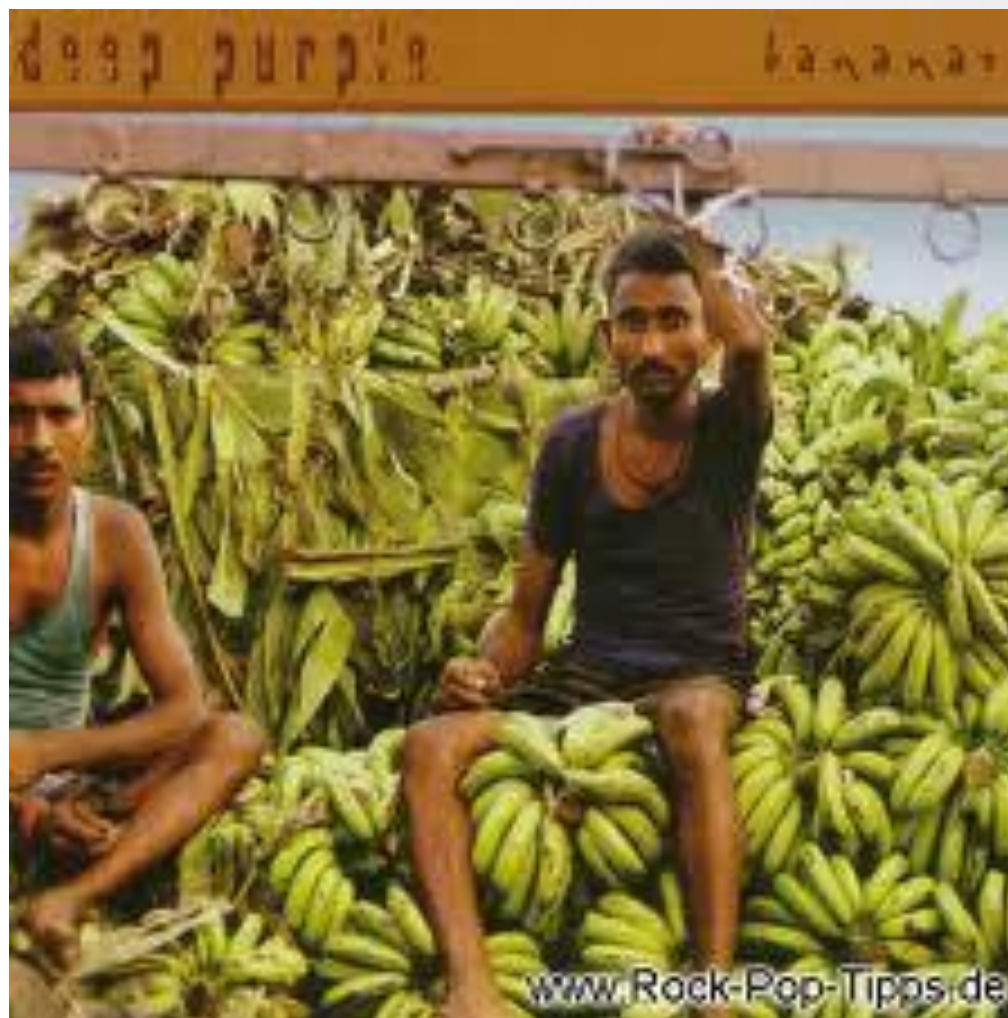


**STRENGTHS**

**WEAKNESSES**

**OPPORTUNITIES**

**THREATS**



- [http://www.youtube.com/watch?v=\\_LlIOxEmlxs](http://www.youtube.com/watch?v=_LlIOxEmlxs)



# SUMMARY

