



MARKETING ENVIRONMENT



Marketing Environment

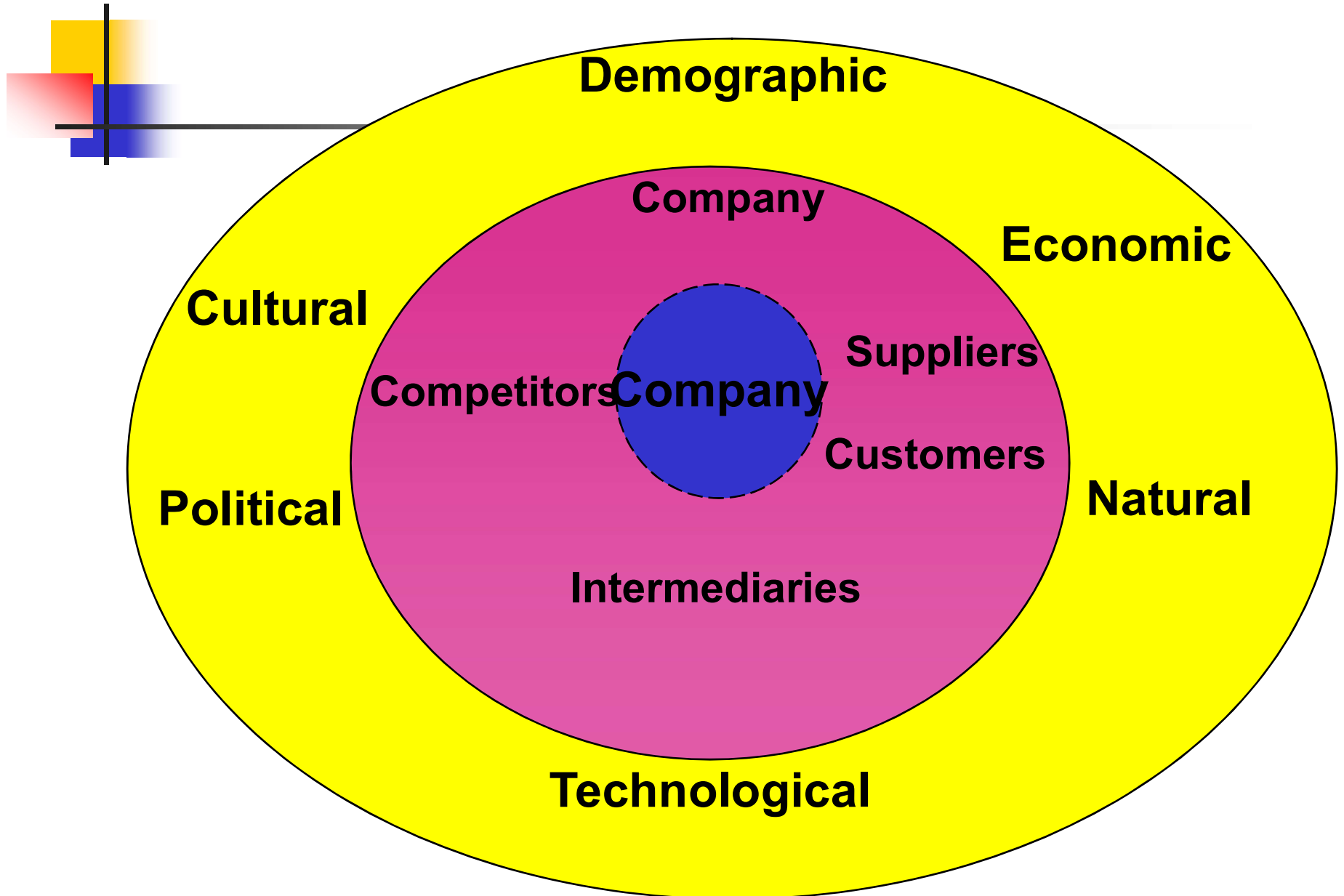
- Consists of actors and forces outside the organization that affect management's ability to build and maintain relationships with target customers.
 - Studying the environment allows marketers to take advantage of opportunities as well as to combat threats.
 - Marketing intelligence and research are used to collect information about the environment.



Marketing Environment

- Includes:
 - **Microenvironment**: actors close to the company that affect its ability to serve its customers.
 - **Macro environment**: larger societal forces that affect the microenvironment.
 - Considered to be beyond the control of the organization.

The Marketing Environment

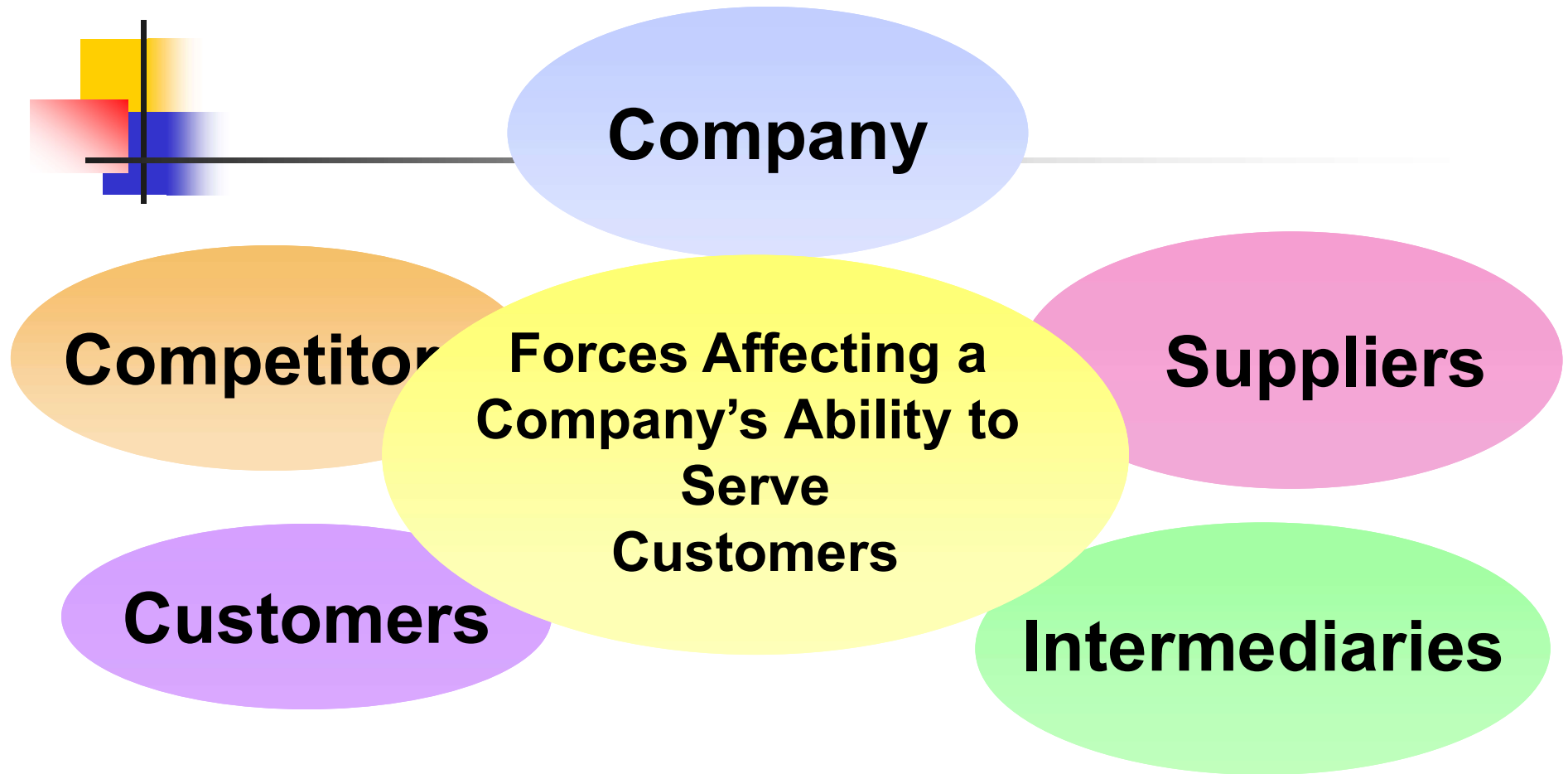




Micro Environment

- Actors in the microenvironment include:
 - The company itself
 - Suppliers
 - Marketing intermediaries
 - Customers
 - Competitors

The Microenvironment





The Microenvironment

- Company's Internal Environment: functional areas such as top management, finance, and manufacturing, etc
 - Areas **inside** a company.
 - Affects the marketing department's planning strategies.
 - All departments must "think consumer" and work together to provide superior customer value and satisfaction.



The Microenvironment

- Suppliers:
 - Provide resources needed to produce goods and services.
 - Important link in the “value delivery system.”
 - Most marketers treat suppliers like partners.



The Microenvironment

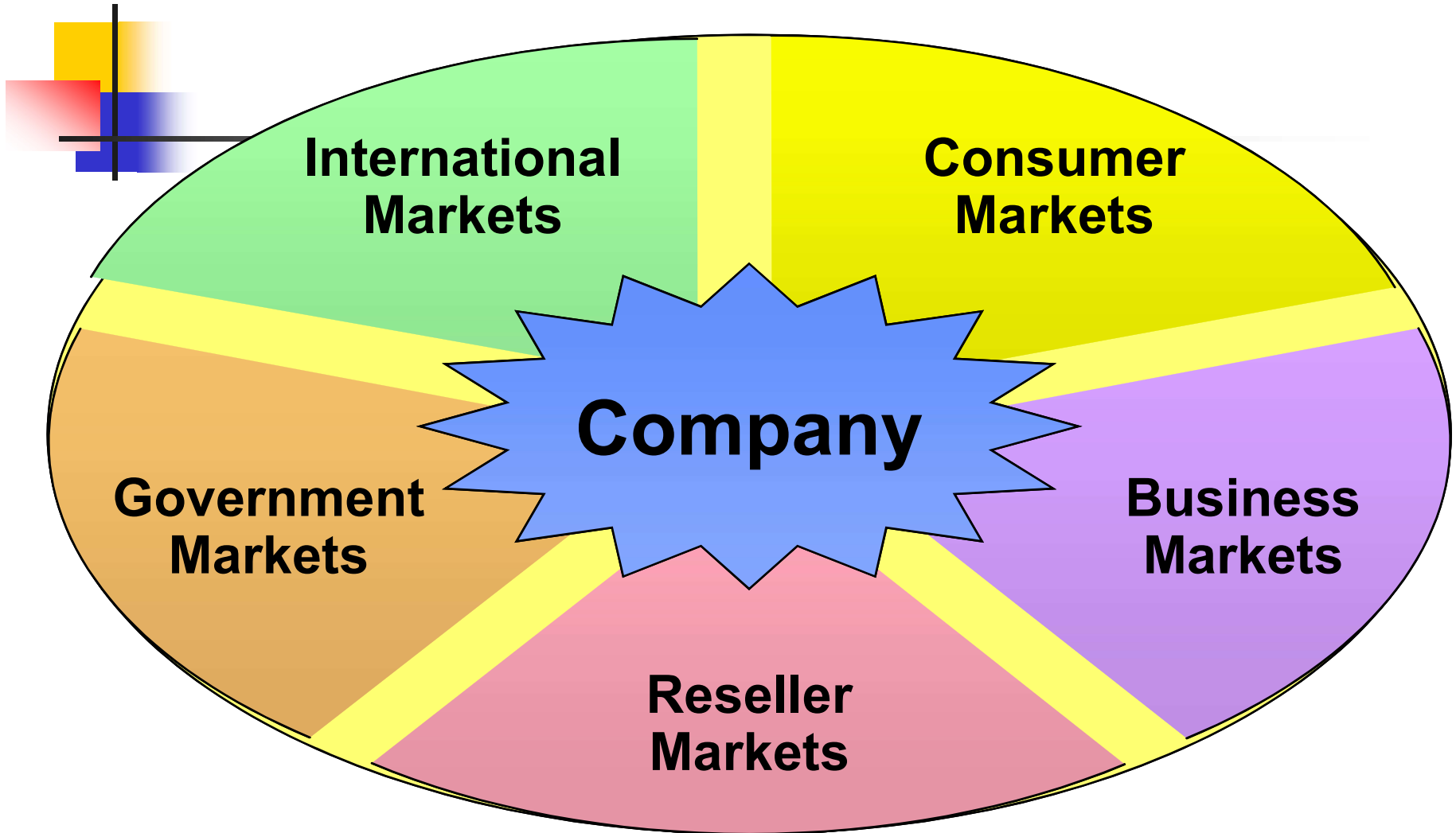
- Marketing intermediaries:
 - Help the company to promote, sell, and distribute its goods to final buyers
 - Physical distribution firms
 - Marketing services agencies



The Microenvironment

- Customers:
 - Five types of markets that purchase a company's goods and services.
 - Consumer
 - Business
 - Reseller
 - Government
 - International

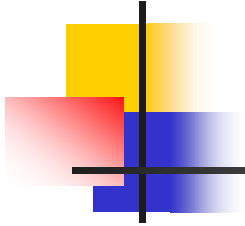
Customer Markets





The Microenvironment

- Competitors:
 - Those who serve a target market with products and services that are viewed by consumers as being reasonable substitutes.
 - Company must gain strategic advantage against these organizations.



Any questions please?



Parting Thought

- Knowledge has to be improved, challenged, and increased constantly, or it vanishes.

Peter F. Drucker