



Marketing Environment

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Content

- The concept of Marketing Environment
- Marketing Environmental forces
- Scanning the Marketing Environment
- Adapting to the Marketing Environment

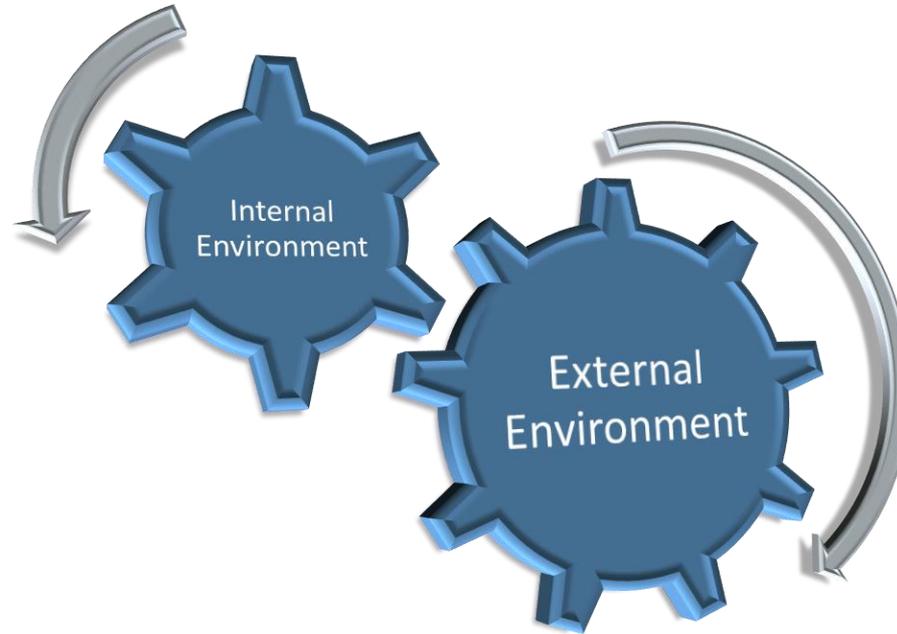
The concept of Marketing Environment

- Refers to the forces and factors that are required to build the relationship with customers.
- Using these forces marketers attract the customers and make them loyal.

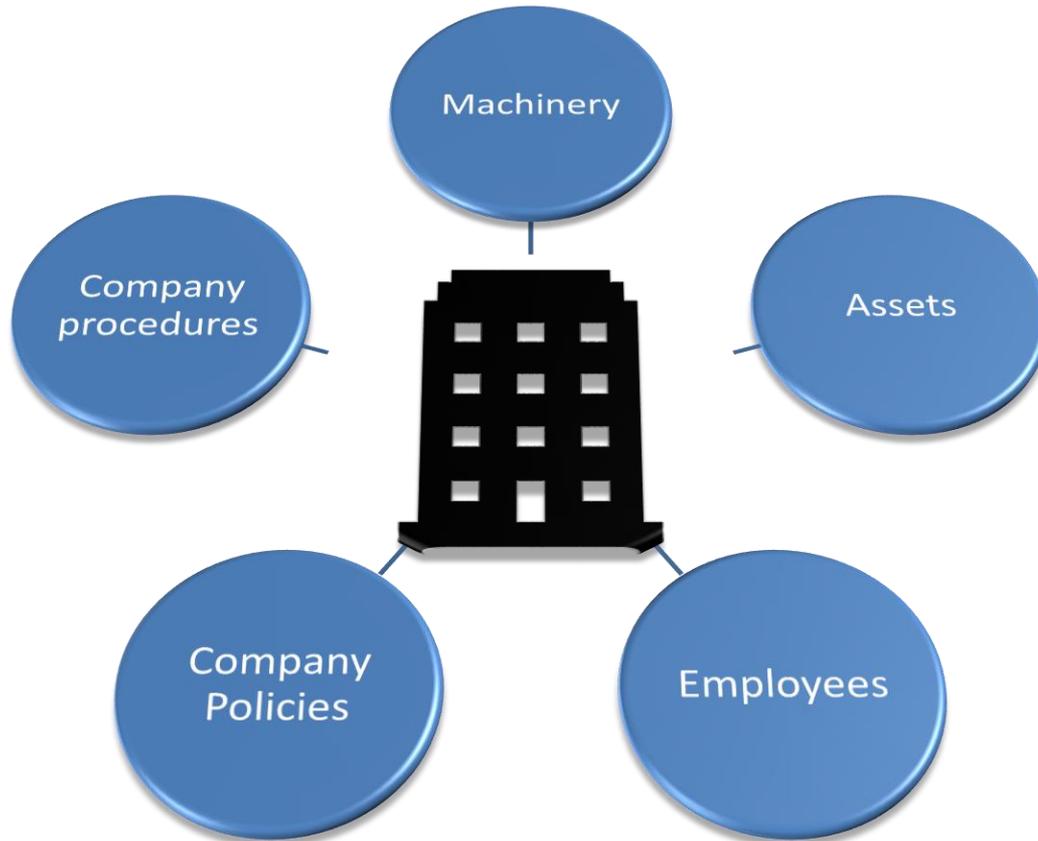
Marketing Environment forces

- Controllable environment forces
 - Refers to internal environment within the company. You can improve and make it more efficient using different strategies.
- Uncontrollable environment forces
 - Refers to external environment outside the company which is not in your hand. You have to act accordingly

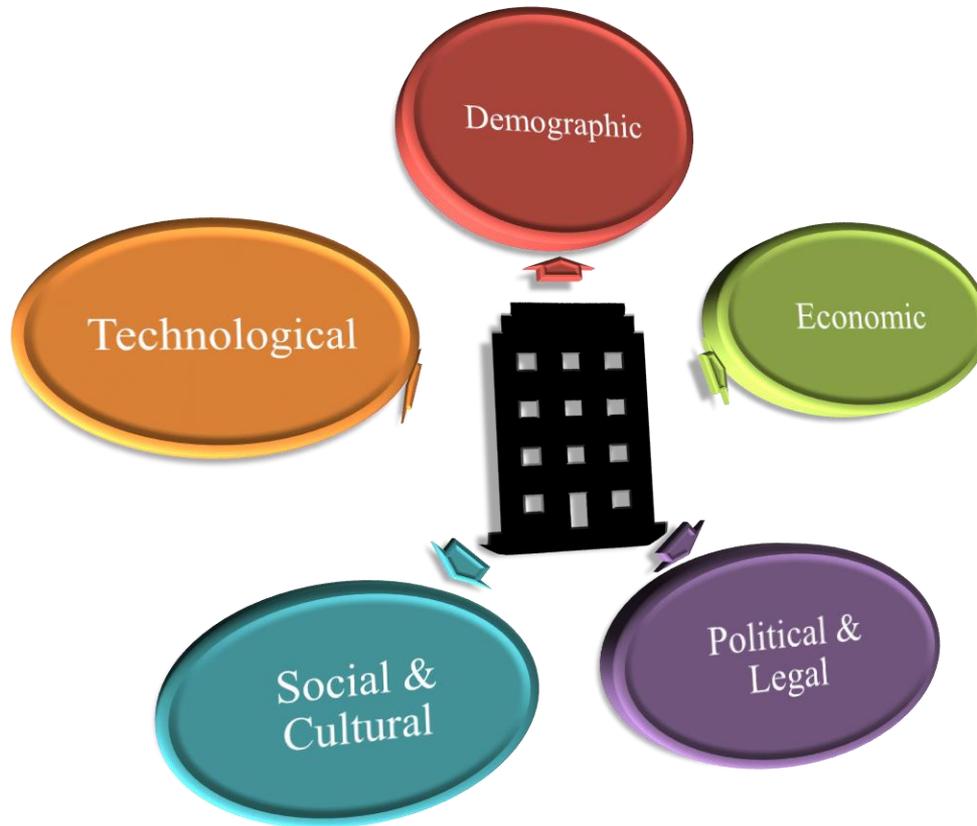
Relation between Internal and External Environment



Internal Environment



External Environment Macro Environment





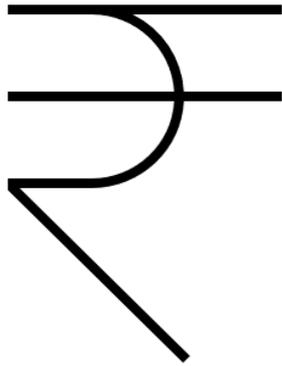
Demographic Environment

- Changing age structure of the population
- Increasing diversity
- Better educated, white collar and professional population
- Geographic shift of population
- Changing household pattern
- Business related population

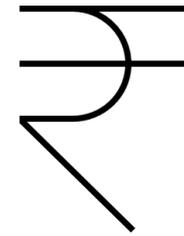


Demographic Environment

- Birth rate
- Average family size
- Influence of population on natural resources
- Ethnic mix
- Income distribution

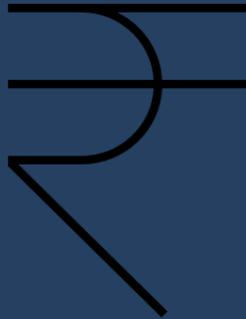


Economic Environment



The
economic
environment
will dictate a
lot of
decision of
firm

- Sum total of economic condition and nature of economy
- Direction and speed of the progress of economy
- Availability of resources (labour, capital, etc)
- Size of market
- Purchasing power of potential customer
- Income level
- Saving habits
- Credit availability



- **Country Economic Profiles & Risk Measures**
 - [Coface Economic Studies & Country Risk](#)
 - [Enterprise Surveys](#)
 - [OECD Economic Outlook](#)
 - Organization for Economic Cooperation and Development's (OECD's) twice-yearly analysis
- **Labor Statistics**
 - International Labour Organization (ILO)
 - [International Labor Comparisons](#)
- **Economic News**
 - [Financial Times](#)
 - [Find Journals by Title](#)

A wooden gavel with a textured handle and a rounded head, resting on a stack of several old, worn books with dark covers and gold-leafed spine details. The background is a soft, out-of-focus white.

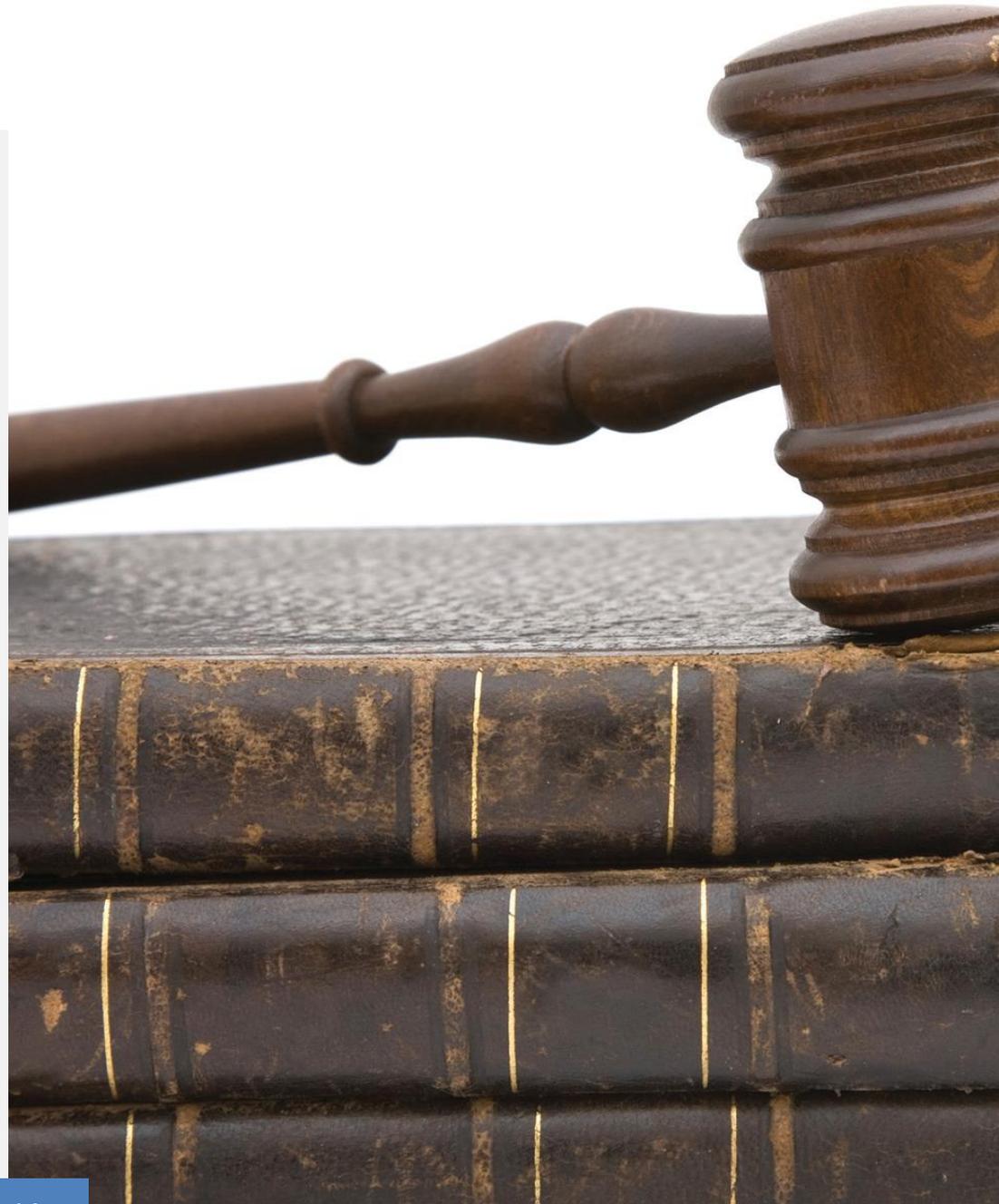
Political and Legal Environment

<Subject Code> <Name of Subject>

Economic freedom give to the market: free movement of labor, capital and good.

International Transparency: Global corruption report, a bribe payer index, and corruption perception index, degree to which corruption exist among people.

Worldwide governance indicator: Political stability and absence of violence, rule of law and control of corruption, tax summary, liberty to law, annual report by competitive agencies





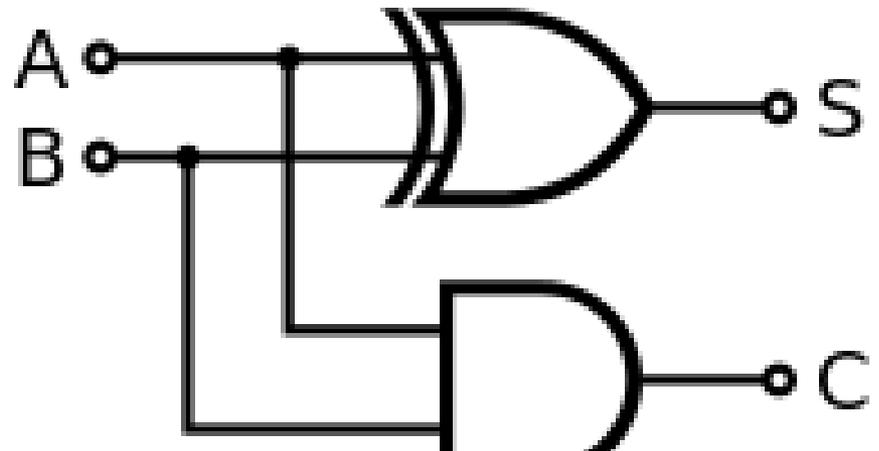
Socio-cultural environment

Socio-cultural environment

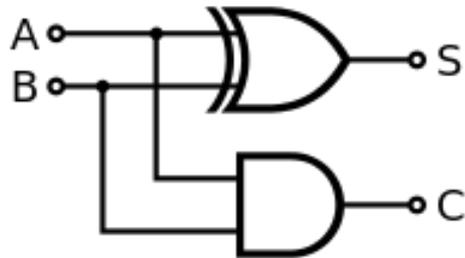


- Human Development report
- Social indicators: United Nations (education, urban and rural population, and unemployment)
- Social Progress Index (basic human need, foundation of wellbeing, and opportunities)
- UNESCO Institute for Statistics (literacy and science and technology enhancement)

Technological environment



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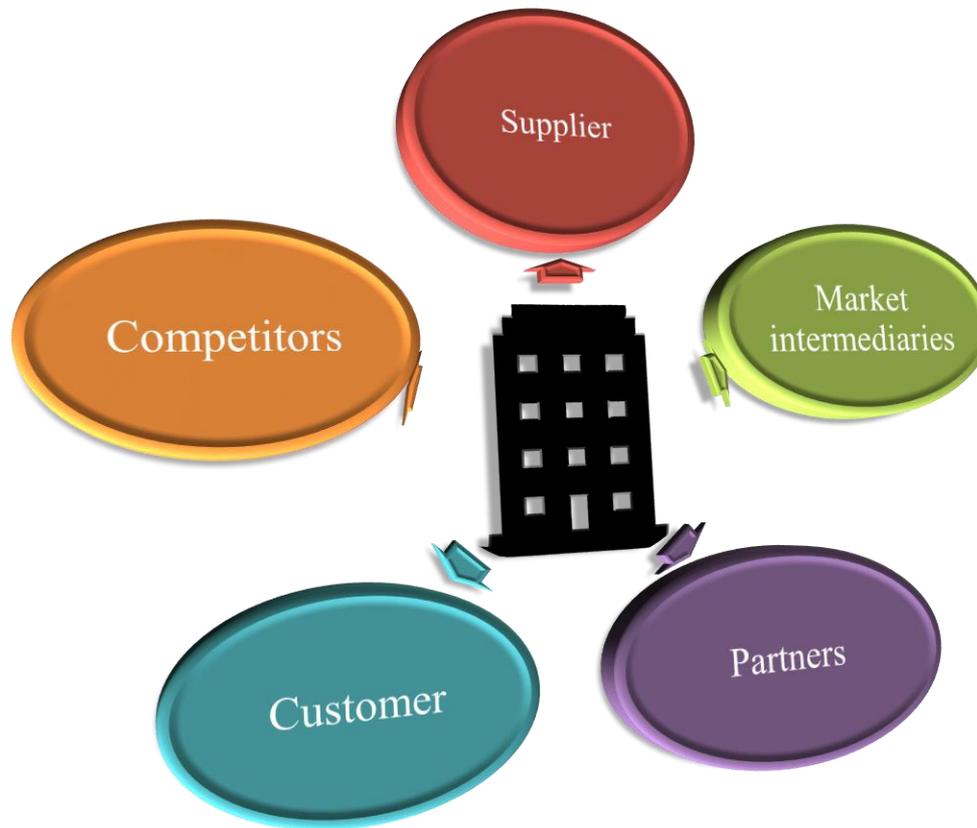


- Global information technology report
- Published by the World Economic Forum
 - Networked Readiness Index
 - enable a country to fully leverage Information & Communication Technologies (ICTs)

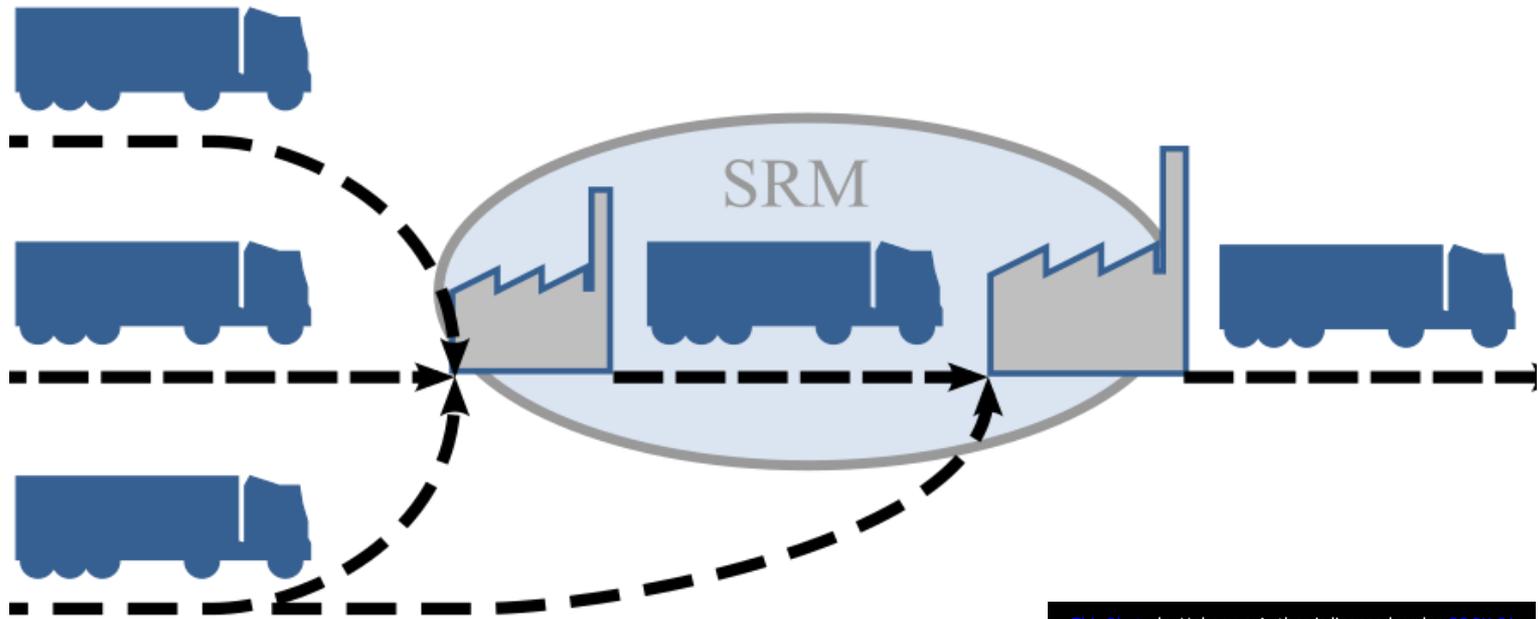
- ITU information and technology report
 - agency for Information & Communication Technologies (ICT) and the official source for global ICT statistics

External Environment

Micro Environment



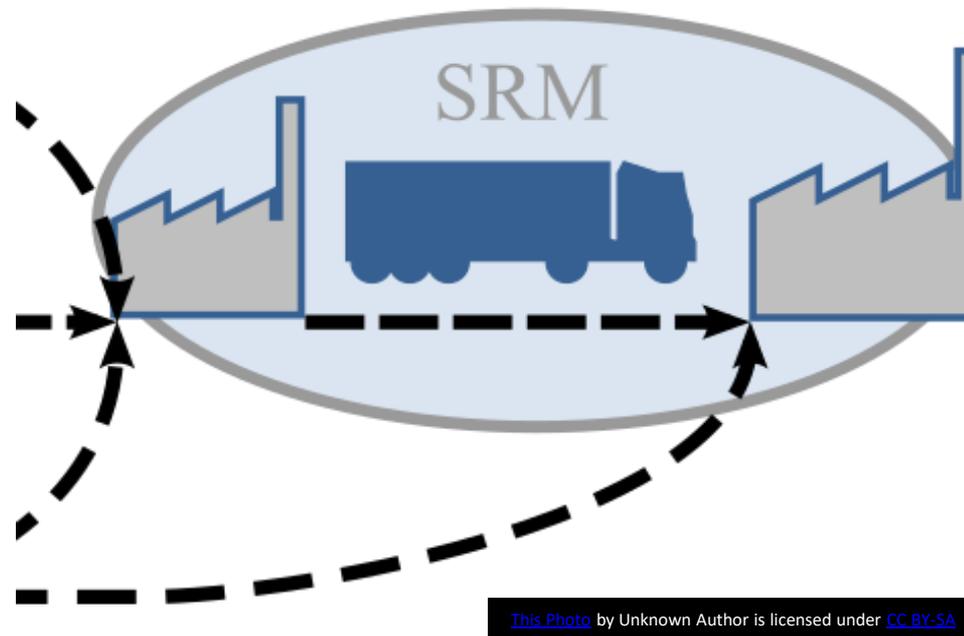
SCM



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Suppliers

SCM



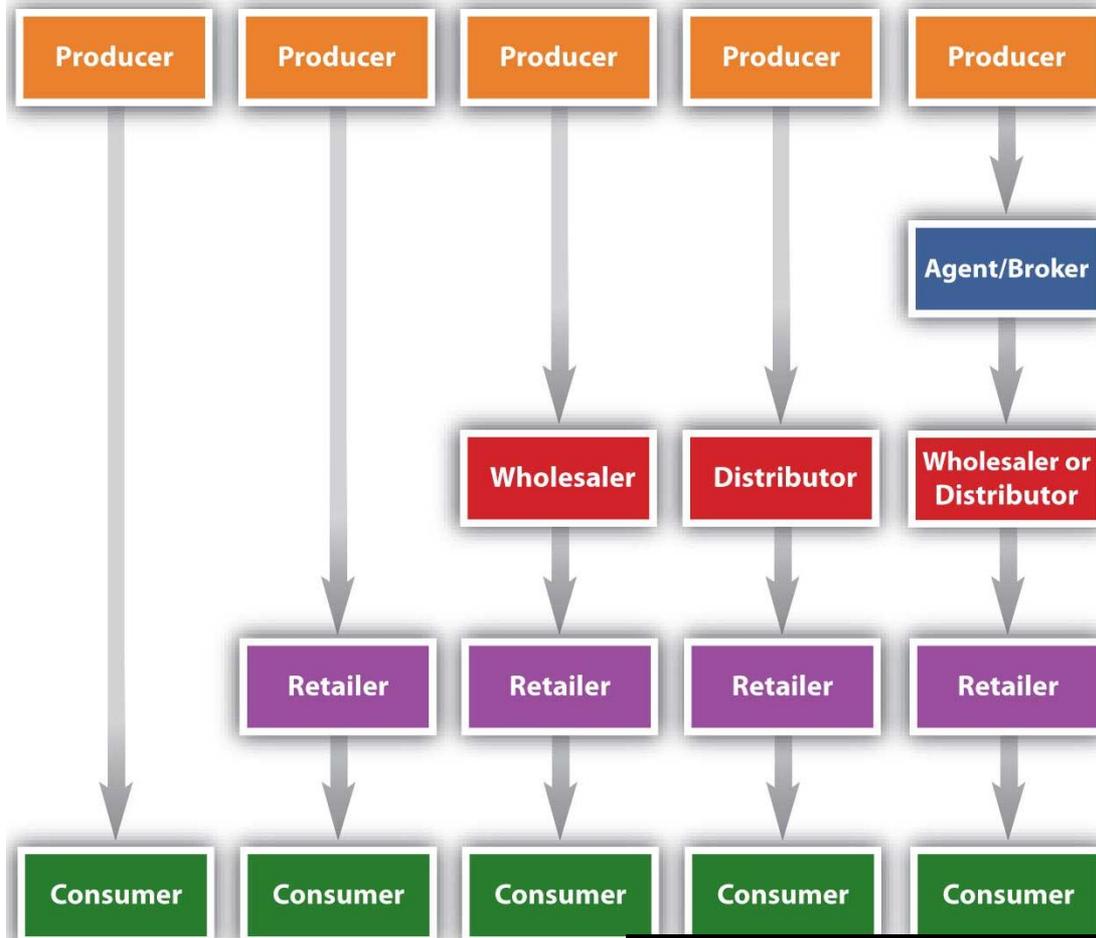
- Pay on time
- Be flexible with the payment agreements
- Have credit available

Benefits of Managing Supplier Relationship Effectively

- Supply chain consolidation
- Cost control
- Problem resolution

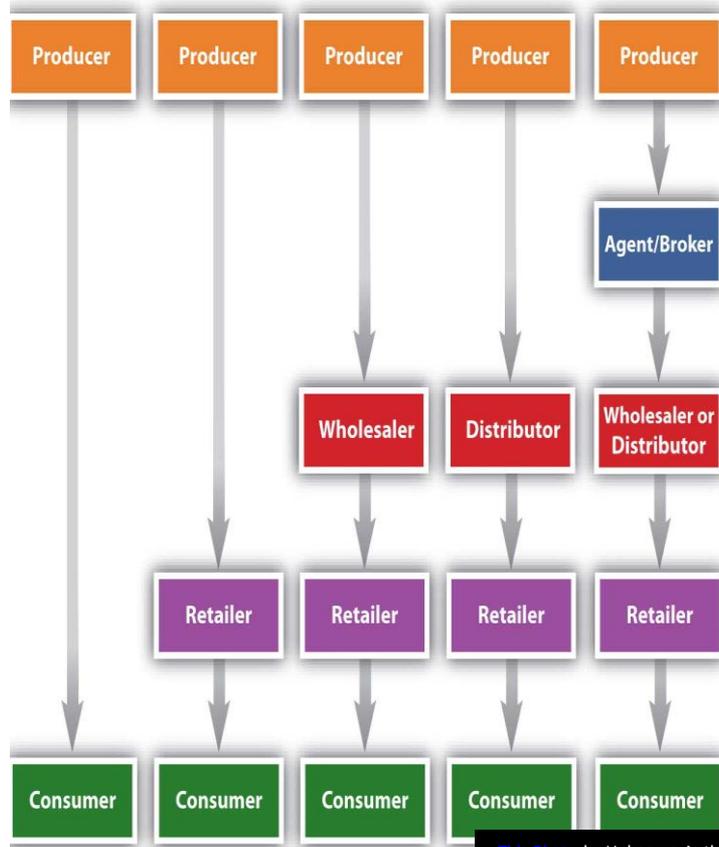
To the lay the foundation for strong supplier relationships is very important part of business and this could be done with the help of communication, respect, openness, fairness, trust and flexibility.

Marketing Intermediaries



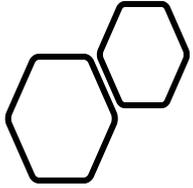
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Marketing Intermediaries



- Purchasing
- Warehousing and transportation
- Grading and packaging
- Risk bearing
- Marketing
- Distribution

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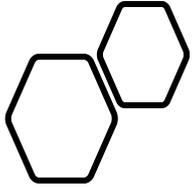
Business Partner

- Alone we can do a so little, together we can do so much.

Helen Keller



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Business Partner

- **Trust and Respect**

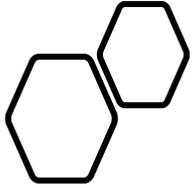
If people like you, they will listen to you. But if they trust you, they will do business with you.

- Zig Ziglar



Brand Alignment





Business Partner

- Collaboration
- Performance
- Plan
- Teamwork
- Success
- Win - win



<Subject Code> <Name of Subject>

Customers



Identify your primary customer

**Understand What Your Primary
Customer Values**

Allocate the resources to get them

Provide them products

**Take their feedback and improve
accordingly**



Competitors





Competitors

- Who are your competitors?
- What you need to know about your competitors
 - Learning about your competitors
- Hearing about your competitors
- How to act on the competitor information you get

Thank You