

# Marketing Environment



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# Micro Environment Factors


- **Suppliers:** Suppliers can control the success of the business when they hold power.
- **Resellers:** If the product the organisation produces is taken to market by 3<sup>rd</sup> party resellers or market intermediaries such as retailers, wholesalers, etc. then the marketing success is impacted by those 3<sup>rd</sup> party resellers.
- **Customers:** Who the customers are (B2B or B2C, local or international, etc.) and their reasons for buying the product will play a large role in how you approach the marketing of your products and services to them.

- **The competition:** Those who sell the same or similar products and services as your organisation is your market competition, and the way they sell needs to be taken into account.
- **The general public:** Your organisation has a duty to satisfy the public. Any actions of your company must be considered from the angle of the general public and how they are affected.

# Macro Environment Factors

- **Demographic forces:** Common demographic forces, including country/region; age; ethnicity; education level; household lifestyle; cultural characteristics and movements.
- **Economic factors:** The economic environment can impact both the organisation's production and the consumer's decision-making process.
- **Natural/physical forces:** Renewal natural resources such as forests, agricultural products, marine products, etc.  
Natural non-renewable resources such as oil, coal, minerals, etc.

- **Technological factors:** The skills and knowledge applied to the production, and the technology and materials needed for the production of products and services.
- **Political and legal forces:** Political and/or legal developments relating to the organisation and its markets.
- **Social and cultural forces:** The impact the products and services your organisations brings to market have on society must be considered. Any elements of the production process or any products/services that are harmful to society should be eliminated to show your organisation is taking social responsibility.

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- Micro and macro environments have a significant impact on the success of marketing activities, and therefore such environmental factors must be considered in-depth during the process of creating a strategic marketing plan. Considering these factors will improve the success of your organisation's marketing campaign and the reputation of the brand in the long term.