

Lecture 2

Territorial Marketing Environment





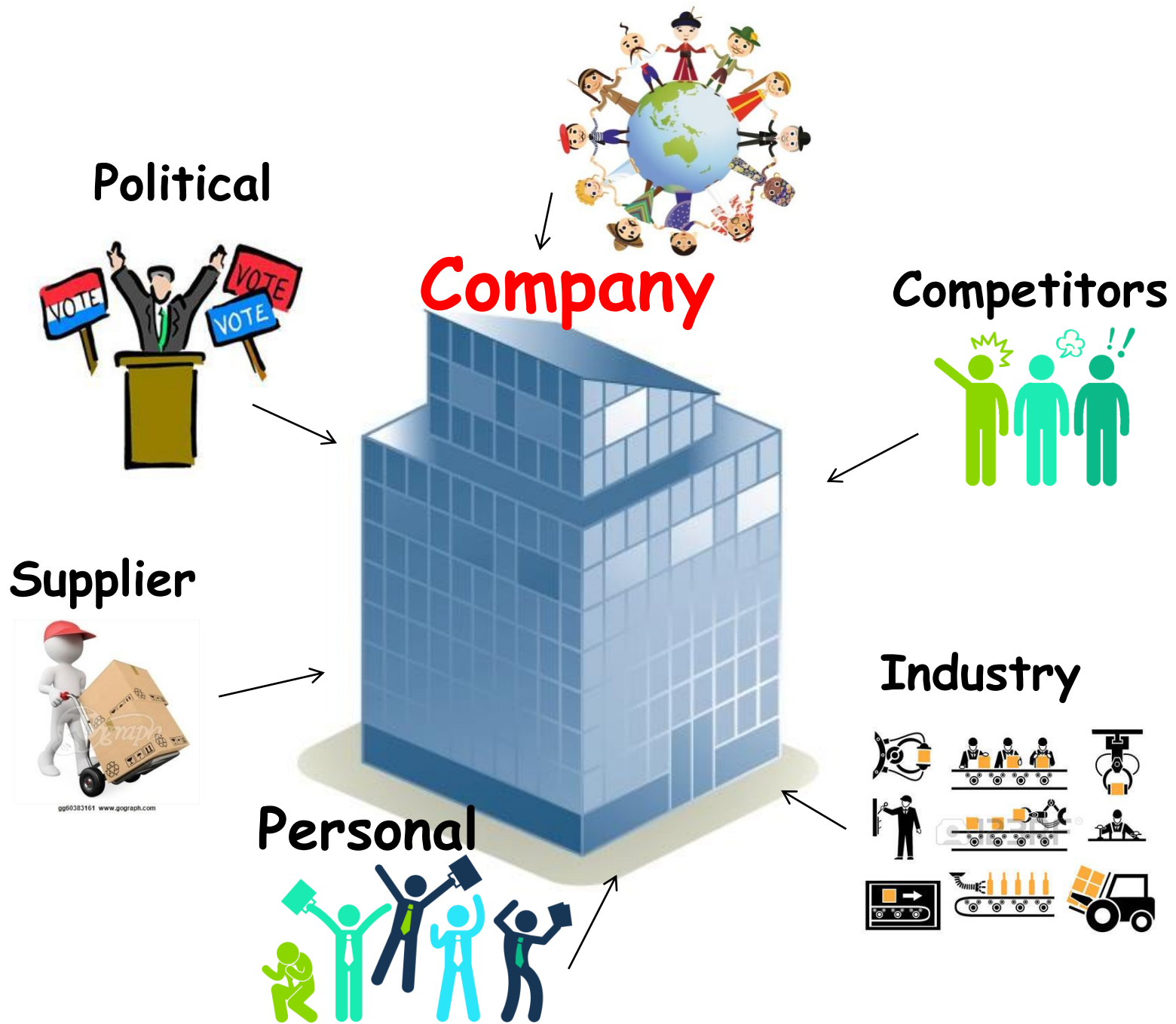
Objectives

- Know the environmental forces that affect the company's ability to serve its customers.
 - Realize how changes in the demographic and economic environments affect marketing decisions.
 - Identify the major trends in the firm's natural and technological environments.
 - Know the key changes in the political & cultural environments.
 - Understand how companies can react to the marketing environment.
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Agenda

1. What is Marketing Environment?
2. Why is it important to study the marketing environment?
3. Microenvironment forces.
4. Macro-environment forces.
5. Class activity.





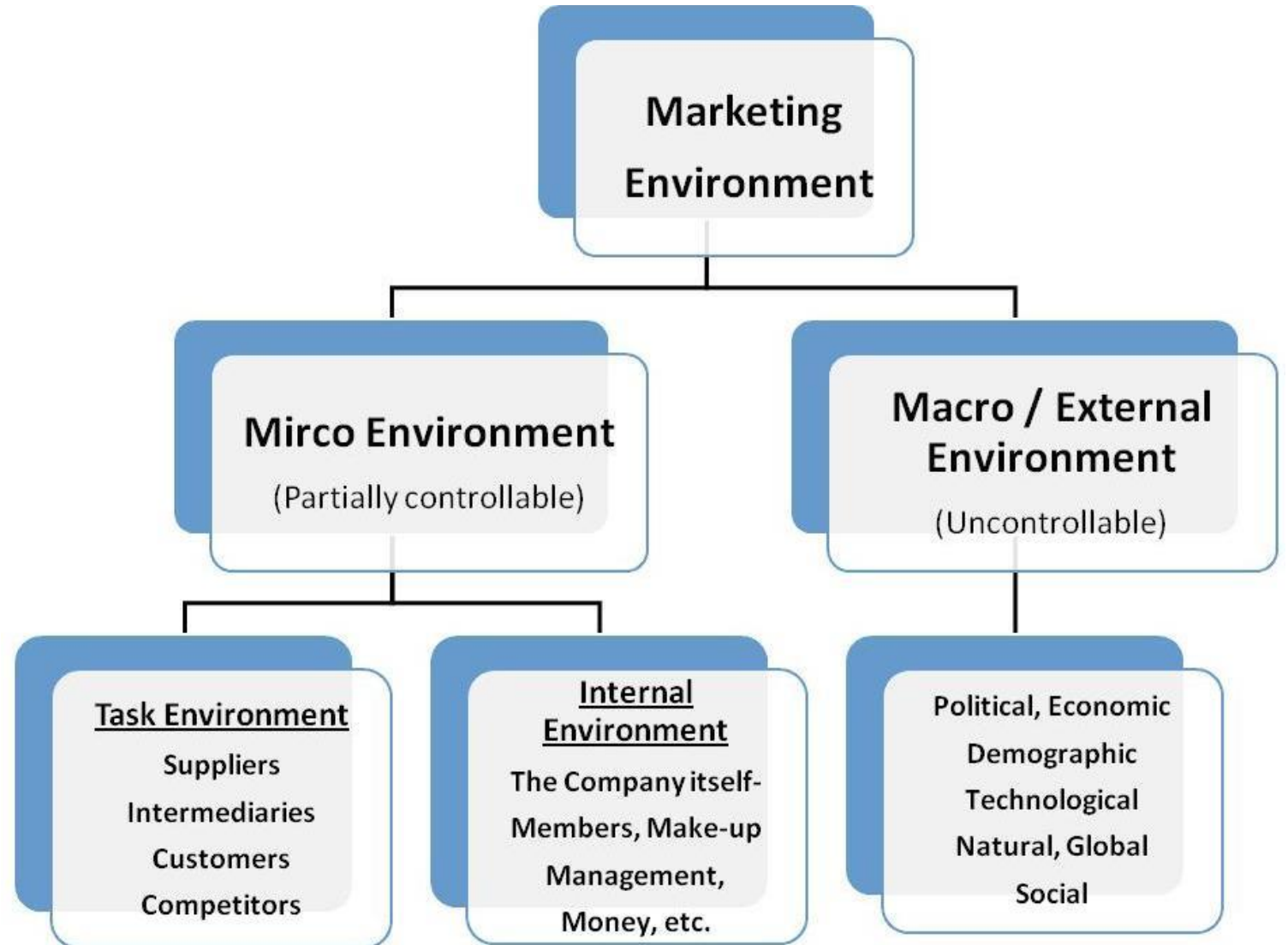


What is Environment?



Marketing Environment

The actors and forces that affect a firm's ability to build and maintain successful relationships with customers.



The following are the benefits of studying marketing environment:

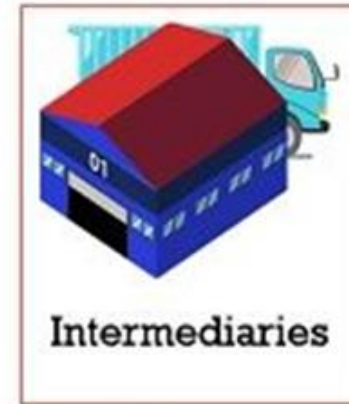
- Recognizing and anticipating business trends
- Recognizing treats and opportunities
- Long-term planning
- Keeping up with the competition
- Recognizing Changes
- Situational adaptation
- Gathering information
- Immediate assessment of the situation
- Recognizing one's own strengths and weaknesses
- Establishing guidelines
- Foreseeing problems



Actors in the Microenvironment



Microenvironment - Actors close to the company



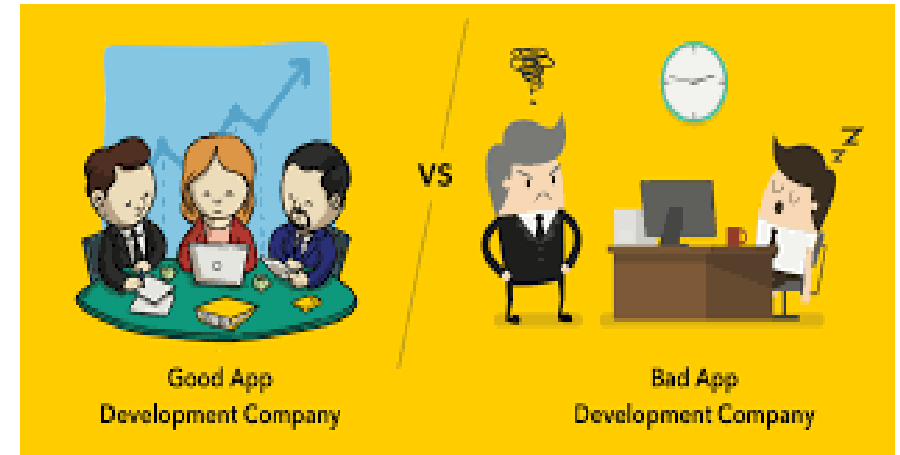
Microenvironment

- **The company:**

Management, finance, research, purchasing, manufacturing, accounting, and human resources.

- **Marketing intermediaries** help the company to promote, sell, and distribute its goods to final buyers

- ✓ Resellers
- ✓ Physical distribution firms
- ✓ Marketing service agencies
- ✓ Financial intermediaries



Microenvironment

- **Suppliers** provide resources needed to produce goods and services. Suppliers help to create and deliver customer value

No1



No2



No3



Which one?

Microenvironment

- **Customers** five types of markets that purchase a company's goods and services:
 - ✓ Consumer, business, reseller, government, and international markets.
- **Competitors**
Company must gain strategic advantage against these organizations.

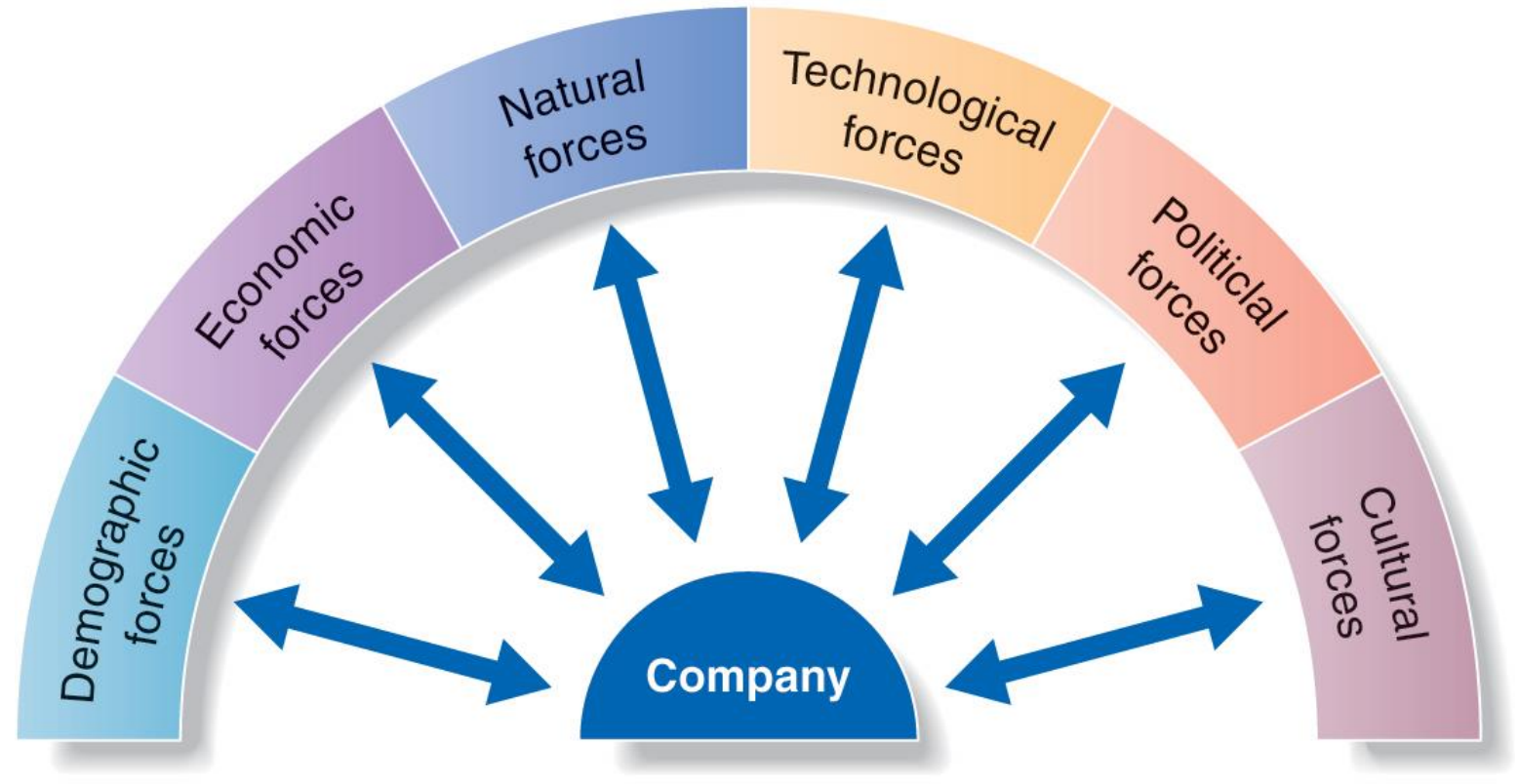


Microenvironment

- **Publics** - group that has an interest in or impact on an organization's ability to achieve its objectives:
 - ✓ Financial
 - ✓ Media
 - ✓ Government
 - ✓ Citizen-action groups
 - ✓ Local
 - ✓ Internal



Major Macro environmental Forces



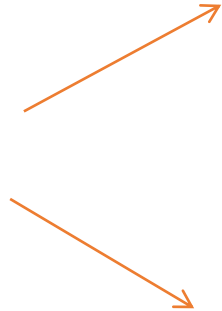
Larger societal forces that affect the microenvironment.
Considered to be beyond the control of the organization.

Macro environment

- **Demographic environment:**
 - Study of human population
 - Size, density, location, age, race, occupation, and education.



?



or



or



Demographic Environment

More people are:

- Divorcing or separating
- Choosing not to marry
- Choosing to marry later
- Marrying without intending to have children
- Increased number of working women
- Stay-at-home dads

