

MKT 201

Principle Of Marketing

Marketing Environment

Chapter 3



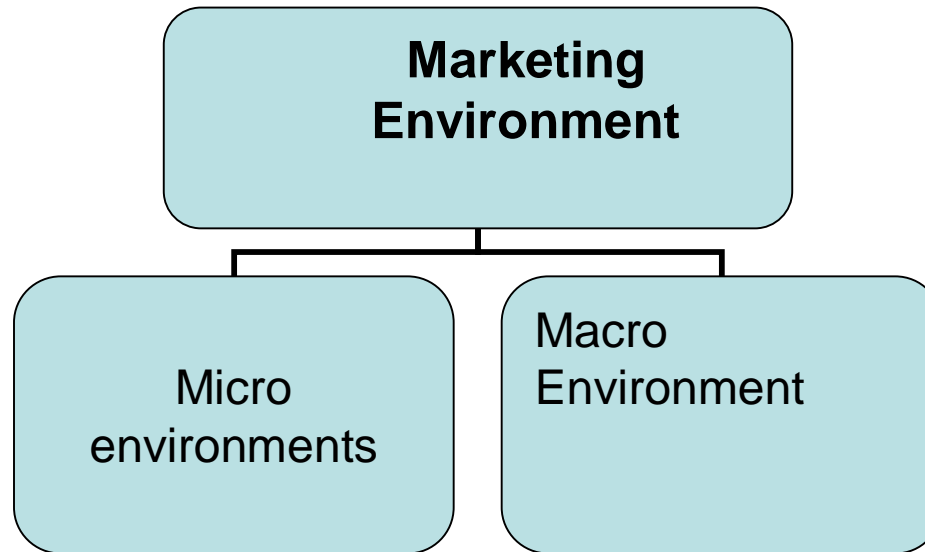
Makers

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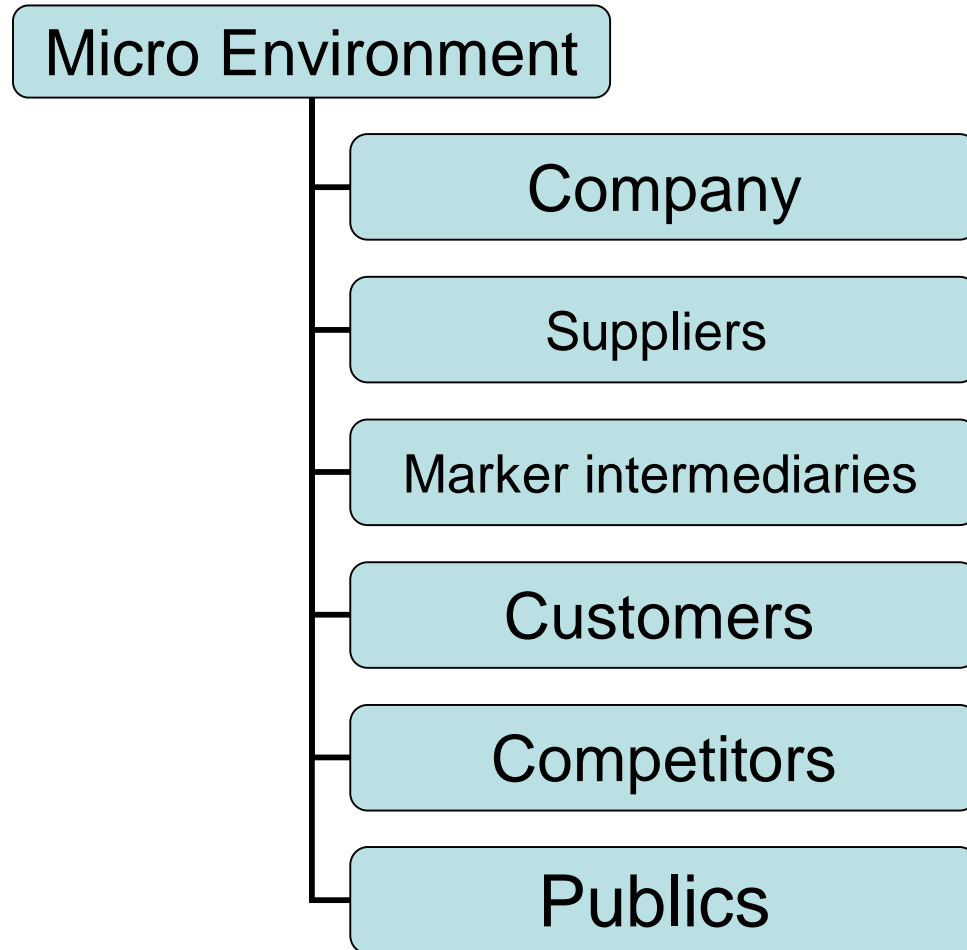
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An Overview

- ✓ Marketing Environment
- ✓ Micro Environment
 - Internal Environment
 - Suppliers
 - Marketing Intermediaries
 - Customers
 - Competitors
 - Publics
- ✓ Macro Environment
 - Political
 - Economic
 - Social
 - Technological
 - Natural
 - Demographic
 - Cultural



Marketing Environment:
Actors and forces outside marketing that
Affect marketing managements ability
To develop and maintain value laden transactions with the target consumers
Offers both the opportunities and threats
Keep with the pace



The Company itself

Top management sets

Mission

Objectives

Broad strategies

Policies

Marketing dept.

Finance

Purchasing

Manufacturing

Accounting

All the departments work as “think consumer”

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Suppliers

Marketing Executives emphasizes on

Supply of raw materials

Price trends of supplies

Higher the cost of supplies, higher the price of product

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Marketing intermediaries

Firm that help the company to

Promote

Sell

Distribute its goods, products, service, the final buyers

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Customers

5 types of customer markets

consumer market

business market

reseller market

government market

international market

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Competitors

assess the company's

Size

Position in the market

Provide greater value, services than competitors

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Publics

Any group of individuals that has
Actual or potential interest in
Has impact on company's operations

Different type public

Government public

Media public

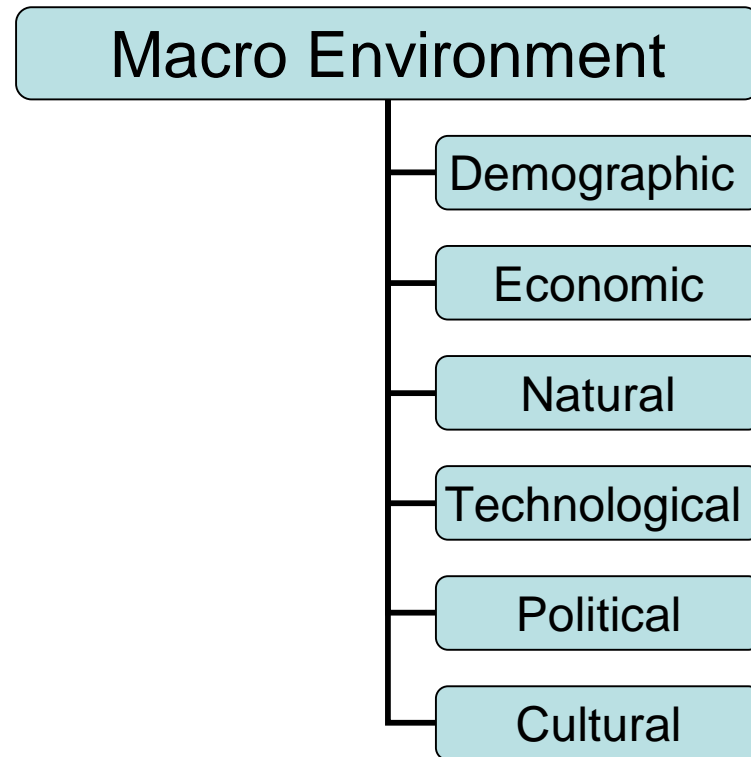
Financial public

Citizen public

Local public

General public

Internal public



Opportunities and threats for the company

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Demographic environment

Study of human population in terms of

Size

Density

Location

Age

Gender

Race

Occupation

Other statistics

Emphasize on

Changing family size

Movement from rural to urban areas

Movement from city to suburbs

Increasing literacy rate

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Economic Environment

Factors that affect

Consumers purchasing power

Spending/consumption pattern

Subsistence and industrial economies

Increasing gap between the rich and poor

Engel's law – as family income rises, spending on luxury and on other items increases

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Natural environment

Natural resources as input and other factors affecting the marketing activities

Main concerns

Shortage of raw materials

Increase cost of energy

Increased pollution

Government intervention on natural resources

Technological Environment

Creates

New technology

New product

New market

New technology replace old technologies

Don't ignore new technology

Main emphasize on

Fast changing of technologies

High research and development budget

Concentration on minor improvements

Increased regulations

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Political environment

Consists of

Low

Government agencies

Pressure groups

Main emphasize on

Legislation/law of government

Changing governments actions

Ethical and socially responsible products

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Cultural environment

Institutions and other forces that affect that affect society's

Basic values

Perceptions

Preferences

Behaviors

People adopts the culture of the society

Core value vs. secondary values

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