

The Marketing Environment

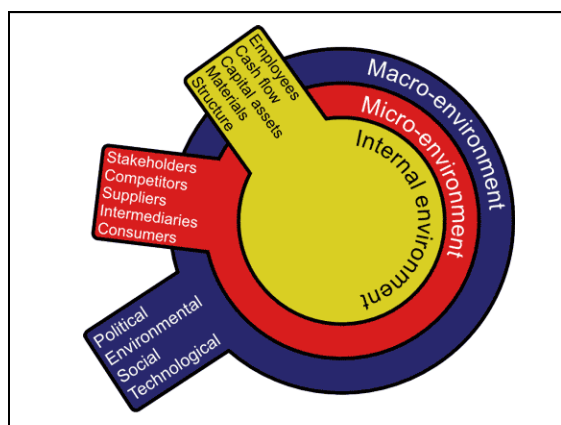
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What is marketing environment ?

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The **marketing environment** is a term that is used to collectively **identify all the elements** that have some impact on the actual performance of a market.

The **marketing environment** is everything your company must take into **consideration** when developing and presenting a product/service



INTERNAL ENVIRONMENT

- This refers to **factors existing within a marketing firm**. They are also called as **CONTROLLABLE FACTORS**, because the company has control over these factors
 - It can alter or modify factors as its personnel, physical facilities, organization and function means, such as marketing mix, to suit the environment.

External Environment

External factors are **beyond the control** of a firm, its success depends to a large extent on its adaptability to the environment.

- a) Micro environment, and
- b) Macro environment



Micro & Macro Environment

- a) **Micro environment:** The environmental factors that are in **its proximity**. The factors influence the company's non-capacity to produce and serve the market.
- b) **Macro environment** factors **act external to the company and are quite uncontrollable**. These factors do not affect the marketing ability of the concern directly but indirectly the influence marketing decisions of the company.

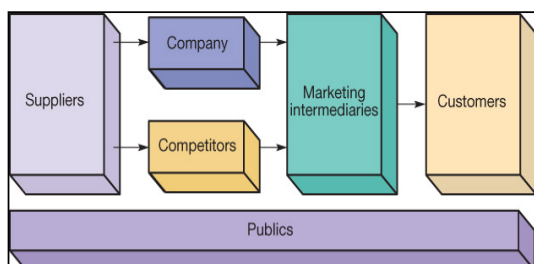


THE COMPANY'S MICRO ENVIRONMENT

- **The Company**
- **Suppliers**
- **Competitors**
- **Marketing Intermediaries**
- **Customer**
- **Publics**



THE COMPANY'S MICRO ENVIRONMENT



THE COMPANY

- Marketing managers must work with all departments of a company
- All Departments have an impact on the marketing department's plans and actions
- "Think Consumer"



SUPPLIERS

- Suppliers are firms and individuals that **provide the resources needed** by the company to produce its goods and services
- Suppliers can seriously affect marketing plans

COMPETITORS


Competitors are those who sell the goods and services of the **same and similar** description, in the **same market**. Apart from competition on price, there are like **product differentiation**. Therefore, it is necessary to build an efficient system of marketing

PEPSI VS COCA COLA

IPHONE ONE THING

 **MARKETING INTERMEDIARIES**

- Marketing intermediaries help the company **promote, sell, and distribute** its goods to the final buyers
- Marketing service agencies help **formulate and implement** marketing strategies
- Financial intermediaries help hospitality companies **finance** their transactions

 **CUSTOMER**

- 1) **Ultimate customers:** These customers may be individual and householders.
- 2) **Industrial customers:** These customers are organization which buy goods and services for producing other goods and services for the purpose of other **earning profits or fulfilling** other objectives.
- 3) **Resellers:** They are the intermediaries who purchase goods with a view to **resell them at a profit**. They can be wholesalers, retailers, distributors, etc.
- 4) **Government and other non-profit customers:** These customers purchase goods and services to those for whom they are produced, for their consumption in most of the cases.
- 5) **International customers:** These customers are individual and organizations of other countries who buy goods and services either for consumption or for industrial use.

GET BACK TO LIFE WINDOWS PHONE

MANSLATER



PUBLIC

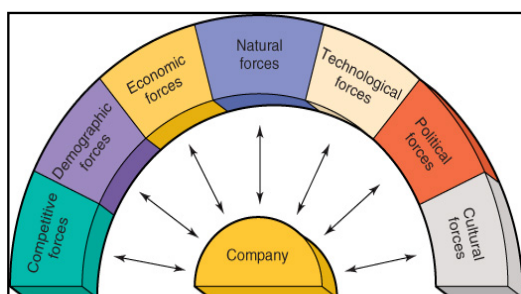
- Any group that has an **actual or potential interest** in or impact on a company's ability to achieve its objective.



Micro & Macro Environment

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The Company's Macroenvironment



(Adapted from *Analysis for Market Planning*, Donald R. Lehmann and Russell S. Winer, p. 22, 1994 by Richard D. Irwin.)

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Upper Saddle River, NJ 07458

Marketing for Hospitality and Tourism, 4th edition
Kotler, Bowen, and Makens



THE MACRO ENVIRONMENT

- The macro environment refers to all forces that are part of the larger society and affect the microenvironment. It includes concepts such as demography, economy, natural forces, technology, politics, and culture
- Factors affecting organisation in Macro environment are known as **PEST** (**P**olitical, **E**conomic, **S**ocio-cultural factors and **T**echnological)



DEMOGRAPHIC ENVIRONMENT

- Demography is the **study of human populations** in terms of size, density, location, age, gender, race, occupation, and other statistic
- Demographics change over time and companies must keep up with them
- The economic environment consists of factors that affect consumer purchasing power and spending patterns
- It is not enough to have people, the people **MUST** have buying power



POLITICAL ENVIRONMENT

The political environment is made up of laws, government agencies, and pressure groups that influence and limit the activities of various organizations and individuals in society



THE GLOBAL ECONOMY

Global economic dealings, such as currency exchange rates, have a large impact on travel and tourism across the world



SOSIO-CULTURAL ENVIRONMENT

- The socio-cultural environment includes institutions and other forces that affect society's basic values, perceptions, preferences, and behaviors
 - Persistence of cultural values
 - Subcultures



TECHNOLOGICAL ENVIRONMENT

- The hospitality industry is greatly affected by changes in technology
 - The Internet, computerized systems, key cards, etc.
- Faces opposition by those who believe it threatens privacy, simplicity, and even the human race
- The most dramatic force affecting tourism



Does socMed have the power to change the world?




QUIZZZZ...




Quiz


- What is marketing environment?
- What is the difference between Internal, micro & Macro environment?
- Mention component of Internal Environment
- Mention component of Macro Environment
- Mention component of Micro Environment
- What is demographic Environment?




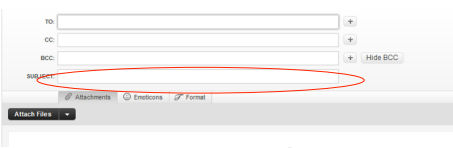
 **NEXT WEEK'S ASSIGNMENT**




- Case study on STP (PDB)
- Definition, theories, etc
- References
- Latest by Sunday @6pm
- To be presented next week



Please send assignment to:
sastri.stpbali@gmail.com
Subject: TugasDDP(STP)_ADHsmt5_Nama



 **References**

- Nama. (tahun). Judul buku. Penerbit

Kotler, Philip & Gary Armstrong. (2006). Prinsip-prinsip Pemasaran. Penerbit Erlangga. Jakarta.

 **Thank You**

