

# WELCOME





# MARKETING AND SERVICES MANAGEMENT



TOPIC

FACTORS INFLUENCING  
MARKETING  
ENVIRONMENT

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# INTRODUCTION

- The term “market” originated from Latin word “marcatus” which means “a place where business is conducted”.



# DEFINITION

“market includes both place and region in which buyers and sellers are in free competition with one another”.

-Mr. Pyle

# MENING OF MARKETING

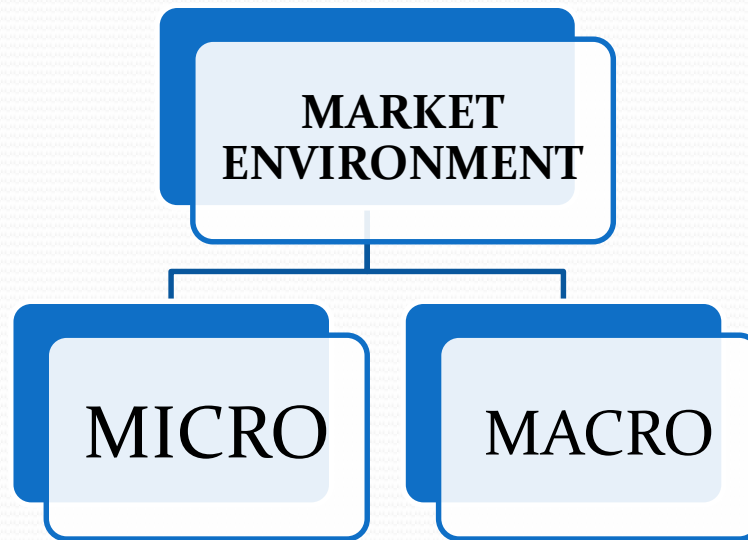
Marketing refers to “all activities involved in the creation of place, time, possession and awareness utilities”.

# MENING OF MARKETING ENVIRONMENT

Marketing environment refers to the external factors and forces that affect the company's ability to develop and maintain successful and relationships with its customers.



# CLASSIFICATION OF MARKETING ENVIRONMENT



# MICRO ENVIRONMENT

Micro environment refers to the company's immediate environment.

These are small in nature that doesn't affect much in the company's environment.

These factors are as follows:

- Internal departments
- Customers
- Market intermediaries

# MACRO ENVIRONMENT

Macro factors refers to those factors which are not concerned with the immediate environment.

These factors are as follows:

- Political
- Economical
- Social
- Technological
- Environmental
- Legal



THANK YOU