



**SLEZSKÁ
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

Marketing

Marketing environment



Introduction case - Stelvin screwcap



Stelvin screwcap



- One of the most significant innovations of the 1970s was the introduction of a new type of closure: The Stelvin[®] screwcap.
- This closure improved the technical advantages of the standard closures used to seal wine flacons and completely removed problems of cork-taint (a specific flavour imparted by infected corks), inconsistent quality and leakage of wine, which used to characterise approximately 1 to 10 per cent of the wines sealed with a natural cork.
- Yet, the new closure didn't fit with consumers' perceptions of a high-quality wine.



Stelvin screwcap



- In 1984, after a few years of poor sales performance after adopting the Stelvin[®] seal, several major Australian producers reverted to corks.
- A decade or so later (in 2000), the Australian winemakers of the Clare valley region decided to reintroduce Stelvin[®] screwcaps, but only for closing their premium Rieslings. This time, the new closures were received more positively by the media and consumers, and gradually people began to accept the new type of closure.



Stelvin screwcap



- Over the last ten years, some of the so-called ‘new World’ wine-producing countries (such as Australia and New Zealand,) have converted to Stelvin[®] screwcaps. However, the ‘old World’ wine-producing countries (such as Italy, France and Spain) largely continue to seal their bottles with natural corks.



What is marketing environment?

All what surrounds and influence company

Clever marketing managers are capable of reactions to
company surroundings



Reactivity

- In the human body there is quite a lot of reaction mechanisms to its surroundings ready to produce action.
- When temperature drops human blood circulates faster to warm important body parts.
- The same applies to marketers. Companies which cannot react to its surroundings will face fundamental threats to its existence.



What is in company surroundings?

And what can influence its performance?

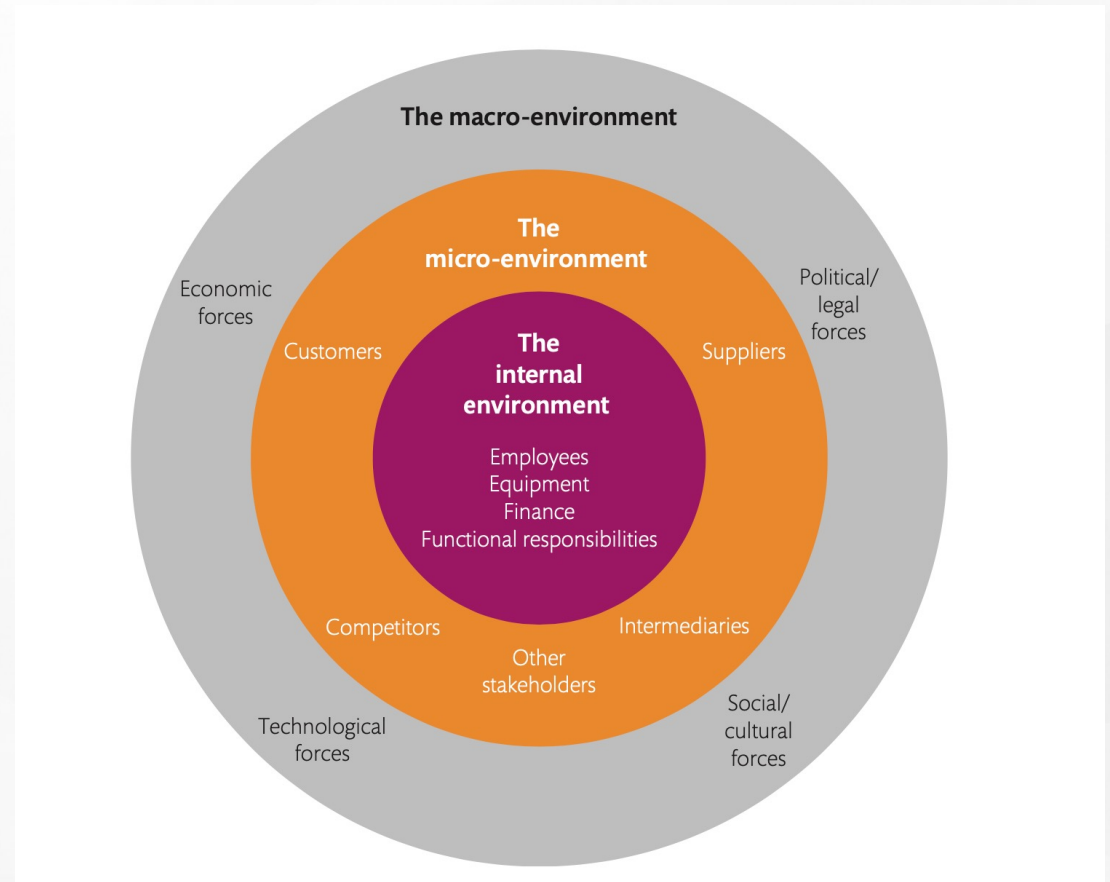


Environment onion

Internal environment

Micro level

Macro level

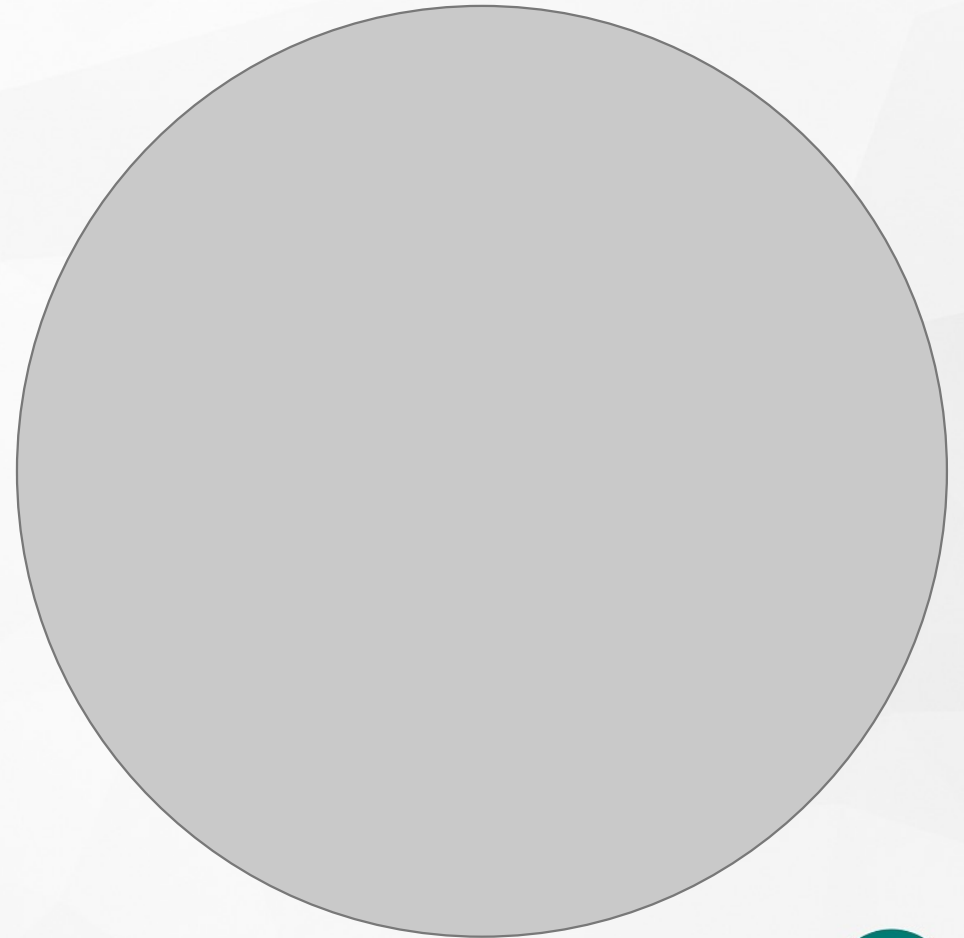


Sharp, B. (2013). *Marketing: Theory, Evidence, Practice* (Pap/Psc edition). Oxford University Press.



Macro level

- Political forces
- Economic forces
- Social and cultural forces
- Technology
- Laws and regulations
- Environmental forces



Political forces

- Represents connection between business and politics.
- Monitoring political landscape
- 3 times higher chance for companies to survive during financial crisis with connection to political power (USA Data).
- Government influence heavily economic development by declaring **programme priorities**.
- For some industries it is a crucial decision to be followed and evaluated at all time.
 - Construction business, highway constructions, railroad business, telecom



Economic forces

- Economic growth
- Income distribution
- Purchasing power
- Industry data
- Employment rate
- Taxes
- Inflation rate
- Currency rates changes



Social and cultural trends

- Higher life expectancy
- Money-rich Time-poor families
- Faster return after maternity leave
- Higher awareness about environmental challenges
- Homogenisation of needs on global level
- Higher divorce rate
- Singles
- Postponing marriage and babies
- Smaller families
- Global popculture themes



Higher life expectancy

- New customer segments with specific needs.
- Spending power of seniors will hit US\$10tn by 2020.
- In USA very interesting group with high purchasing power.



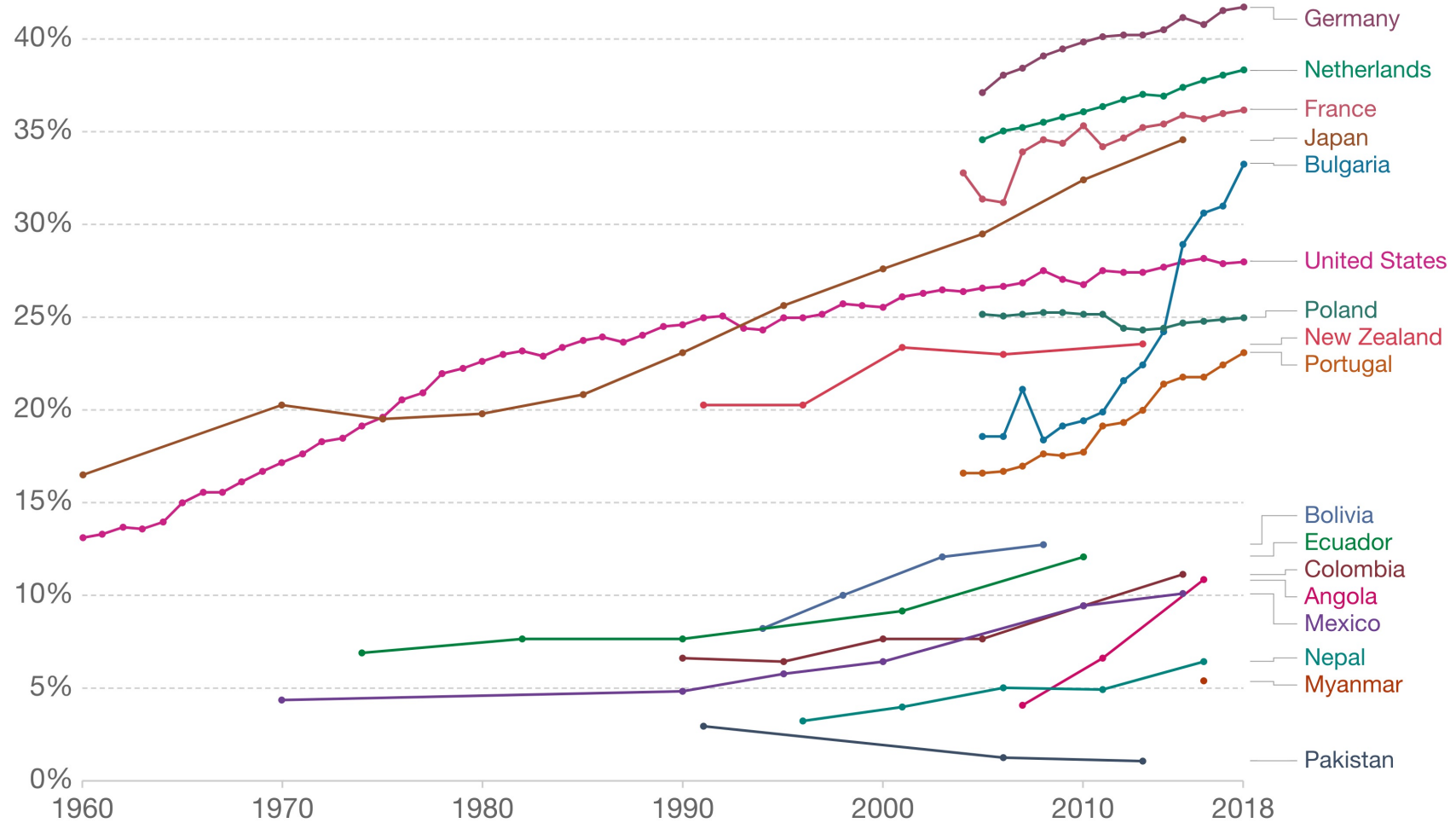
Traditional family setup collapse



Percentage of one-person households, 1960 to 2018

Number of one-person households as a share of the total number of households. Estimates combine multiple sources, including cross-country surveys and census data.

Our World
in Data



Source: OWID based on UN and other sources

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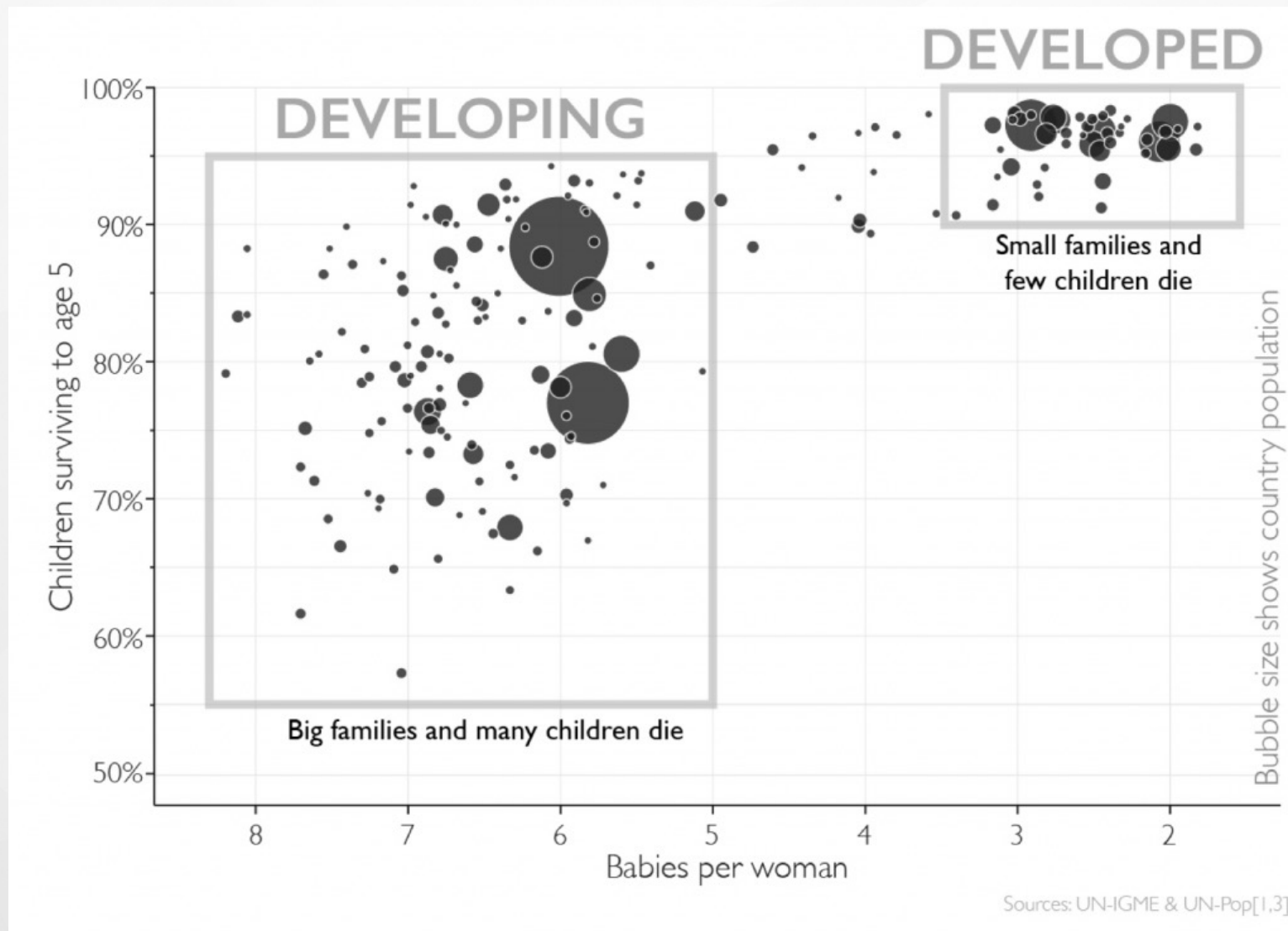




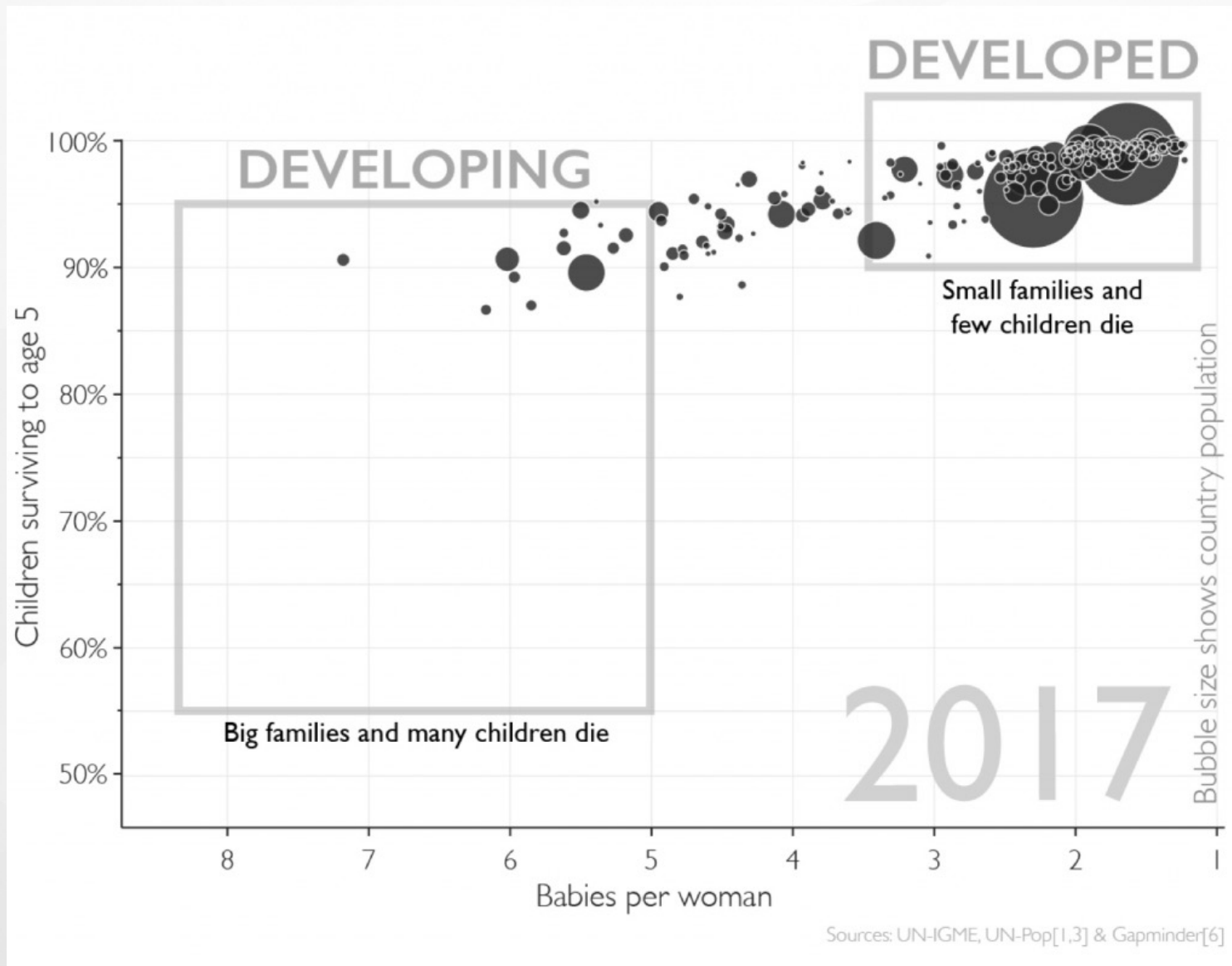
WINTER
IS HERE



Smaller families

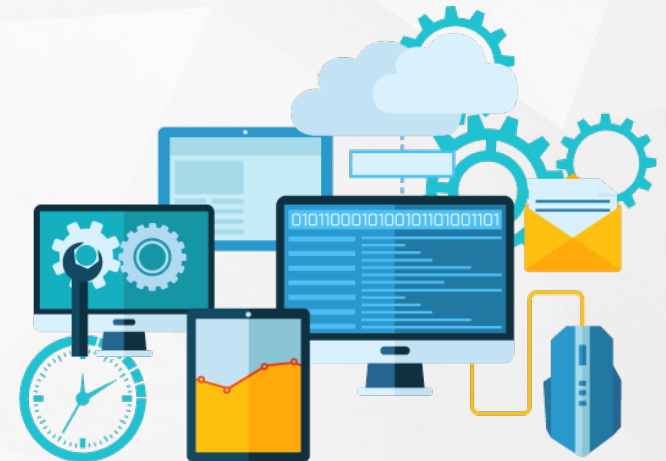


Smaller families



Technology

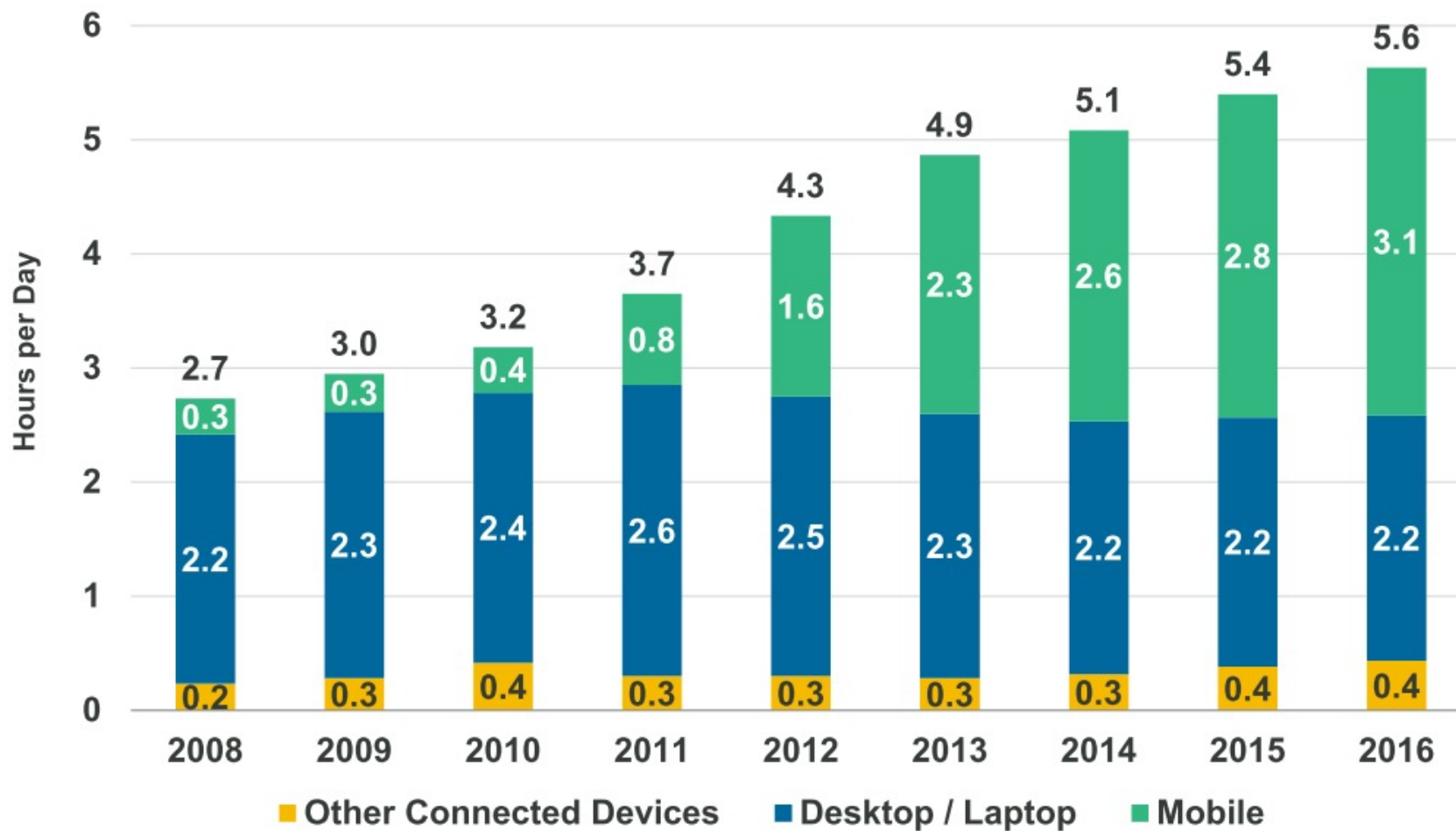
- Digitalisation
- Robotisation
- Sharing economy
- Social networks
- New media
- Personal productivity tools
- Cloud computing
- Artificial intelligence
- Virtual reality
- Augmented reality



Information consumption settings

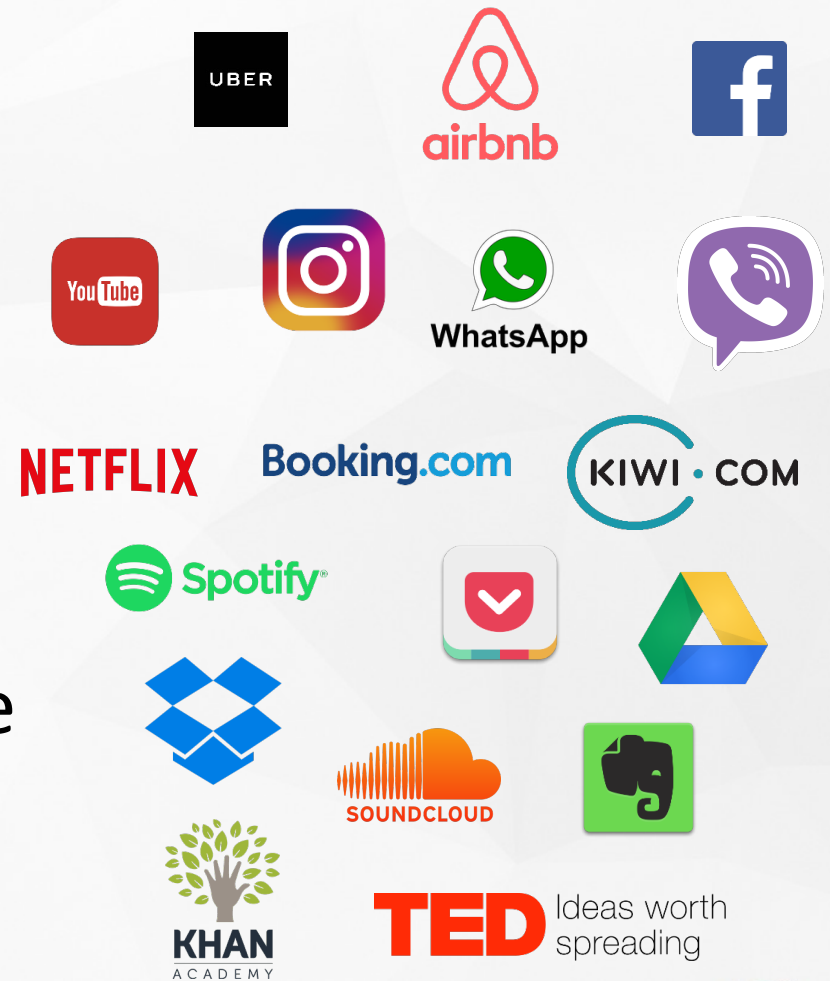


Time Spent per Adult User per Day with Digital Media, USA, 2008 – 2016





Uber, Airbnb
Facebook, Instagram
WhatsApp, Viber
Youtube, Netflix
Booking, Kiwi
Evernote, Pocket
Dropbox, Google Drive
Spotify, Soundcloud
Khan Academy, TED



How these brands disrupted their industries?



Laws and regulations in Czech and EU

- Country specific:
 - Business law
 - Tax law
 - Labour law
- EU Legislation
- GDPR



Environmental challenges

- Climate change
- Pollution
- Scarce resources
- Recycling
- Animal testing
- Clean water
- Plastics





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MADE SAFE IN THE USA

100% recycled goodness.

We transform recycled milk jugs into imaginative playthings.

HERE'S HOW





BARN FIELDS

CORAL BAY

HIDDEN VALLEY

ICE BERGS

OUT BACK

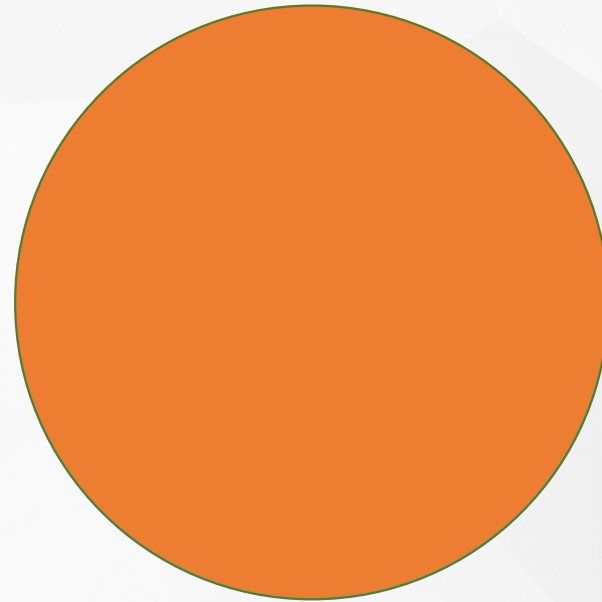
ROAMING MOUNTAINS

WHY WAIT?
LET US TRAVEL
TO YOUR
PLACE NOW!



Micro level

- Customers
- Competition
- Collaborators



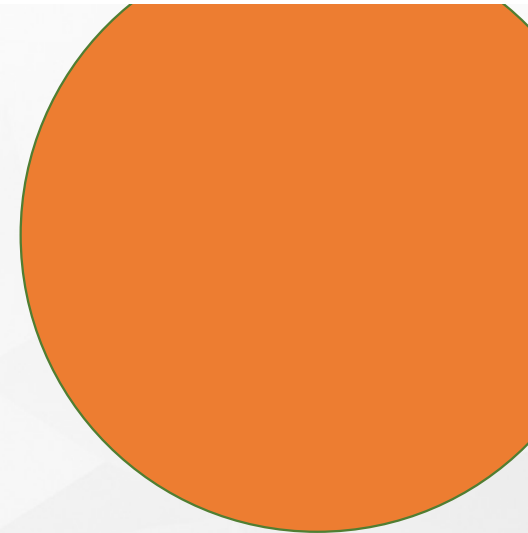
Micro level - Customers

- Customer behaviour
 - Loyalty
 - Retention and acquisition strategies
 - Satisfaction surveys
 - Satisfaction/importance matrix
- CRM Database
 - Personification
 - Overview



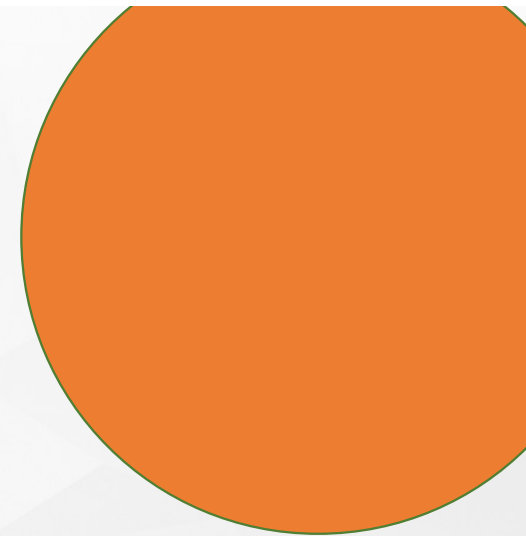
Micro level - Customers

- Loyalty



Micro level – Customer perception

Satisfaction	High	Nice to have	Strategic advantages
	Low	Acceptable disadvantages	Strategic disadvantages
		Low	High
		Importance	



Micro level – Customer analysis

- Dominique Jean Larrey
 - Author of **triage** method to sort wounded soldiers at the battlefield.
 - Three categories
 - Die anyway regardless of a medical care
 - Live anyway regardless of a medical care
 - Ones who would truly benefit from the medical care



Micro level – Customer analysis

- Customers could be divided accordingly based on their loyalty
 - **Loyal** who would buy regardless of the communication
 - **Disloyal** who would not buy regardless of the communication
 - **Switchers** who would eventually buy due to communication



Micro level - Competition

- Who is competitor for a cinema?
- There are two types of competition

- Direct



- Indirect



Indirect competitors are more difficult to identify and are easier to fail to notice!



Micro level - Competition

- Porter model
- 5 Competitive forces



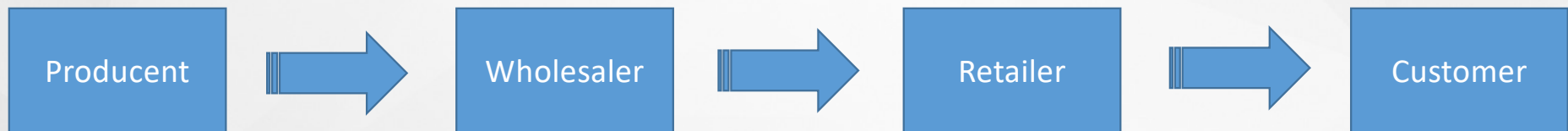
Porter analysis exercise

- Huawei
- IKEA
- BMW
- Luis Vuitton
- Starbucks



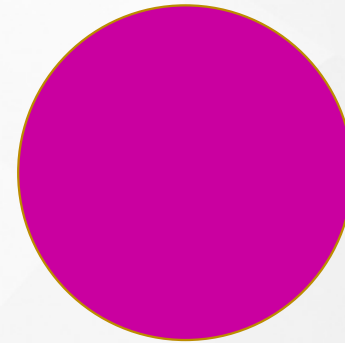
Micro level - Collaborators

- Suppliers
- Retailers



Internal environment

- Employees
- Equipment
- Finances
- Functional



Analytical tools for environmental scanning

PESTLE

5C

COMPANY ANALYSIS



SWOT



SWOT analysis

- Assessing strengths and weaknesses as internal facts.
- Assessing threads and opportunities as external factors.
- Strengths and weaknesses have to be relative to competition on the market!
- There should be always only facts and factors important for company value chain.



SWOT - how to do it?

	Positive	Negative
Internal	Strengths S	Weaknesses W
External	Opportunities O	Threats T



Plus / minus matrix

	S1	S2	S3	S4	W1	W2	W3	W4	Standings
O1	+++	0	+	0	-	0	0	0	3
O2	+	0	0	0	0	-	-	0	4
O3	0	++	++	+	0	---	0	-	1
O4	0	+	+	0	0	0	0	-	5
O5	+	+	++	0	-	0	--	0	2
T1	0	0	-	-	0	0	-	-	3
T2	---	0	0	0	---	--	0	---	1
T3	--	0	-	0	---	-	0	0	2
T4	0	0	-	0	0	-	0	0	5
T5	-	0	0	0	0	-	0	-	4
Standings	1	3	2	4	2	1	4	3	

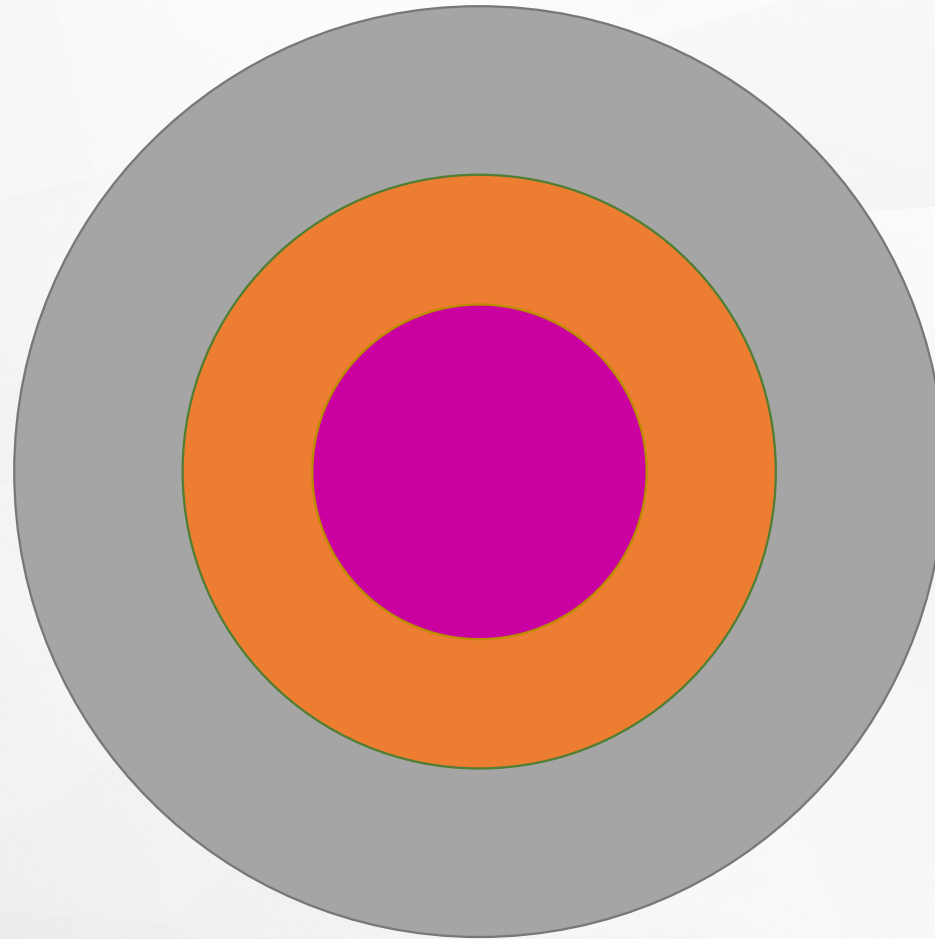


TOWS matrix - consequences

	Strengths	Weakness
Opportunity	SO strategy Use strengths to grab the opportunity	WO strategy Use opportunities to eliminate weaknesses
Thread	ST strategy Use strengths to eliminate thread	WT strategy ?



Recap



Thank you for your attention



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