



**SLEZSKÁ
UNIVERZITA**

OBCHODNĚ PODNIKATELSKÁ
FAKULTA V KARVINĚ

Marketing

Marketing environment



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 quiet 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.





WINTER
IS HERE



What is in company surroundings?

And what can influence its performance?



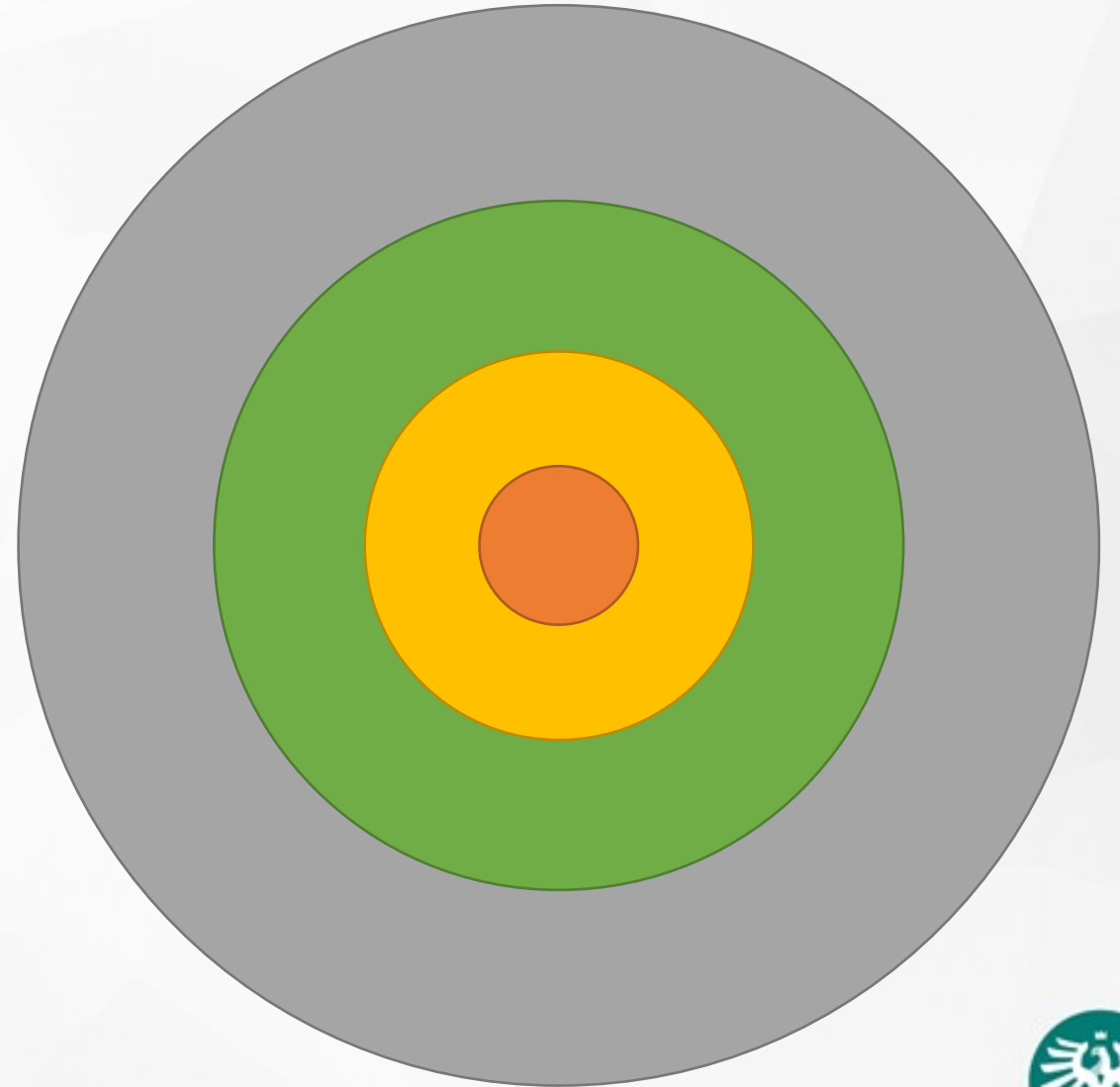
Environment onion

Company

Internal environment

Micro level

Macro level



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 and in some cases also influencing political landscape.
- 3 times higher chance for companies to survive during financial crisis with connection to political power.
- 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.



Economic forces

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



Social and cultural forces

- 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

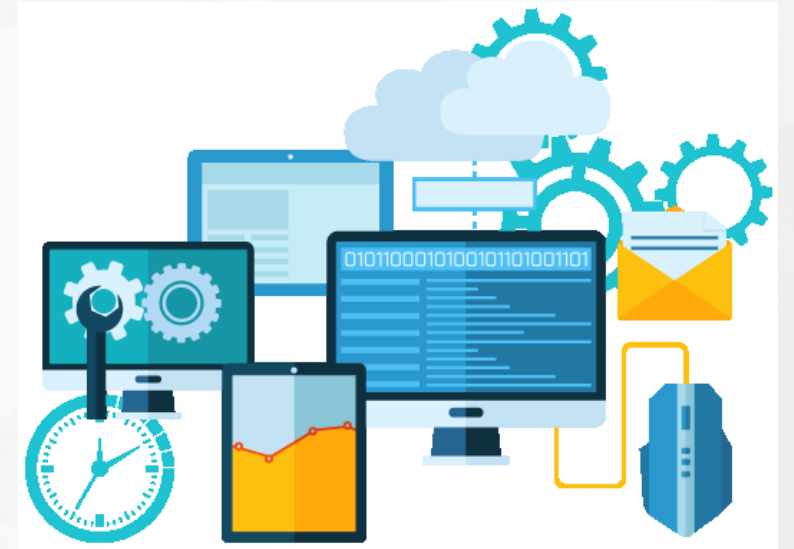


Traditional family setup collapse

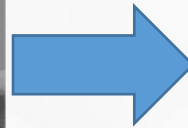


Technology

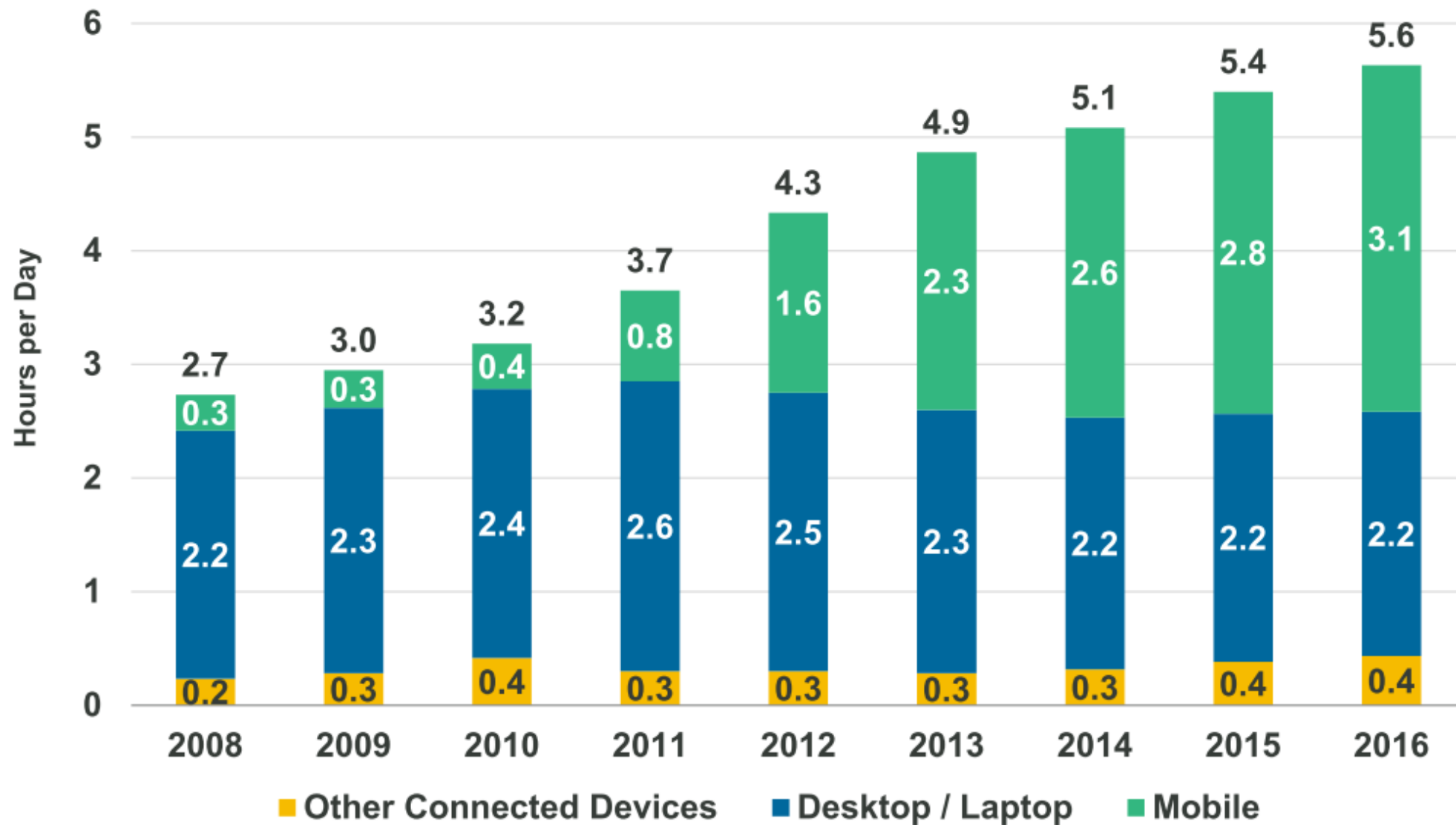
- Digitalisation
- Robotisation
- Sharing economy
- Social networks
- New media
- Personal productivity tools
- Cloud computing
- Artificial intelligence
- Virtual reality
- Augmented reality



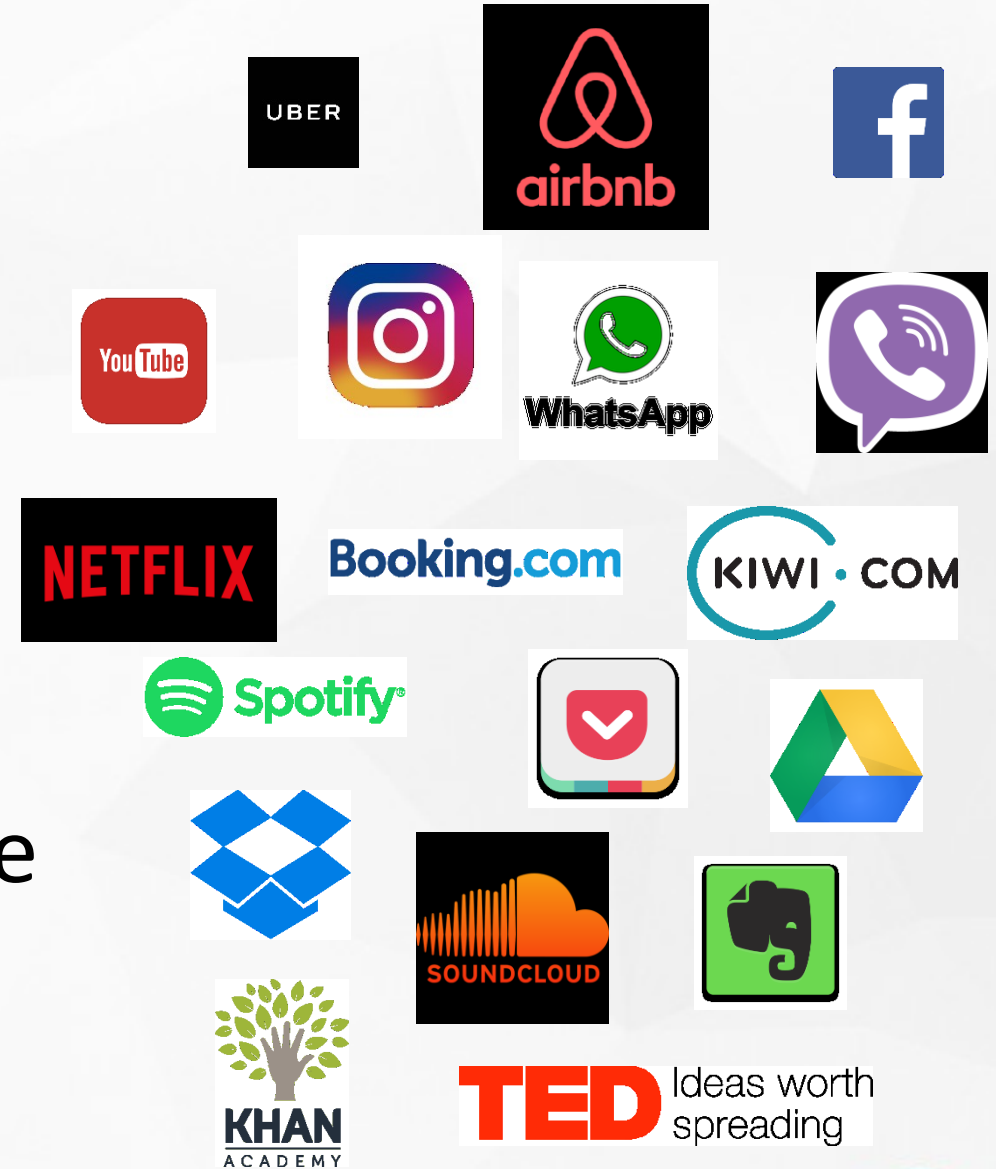
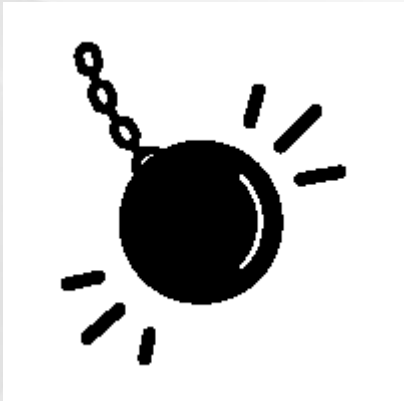
Information consumption settings



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

- Country specific:
 - Zákon č. 455/1991 Sb. o živnostenském podnikání
 - Obchodní zákoník č. 513/1991 Sb.
 - Zákon o ochraně spotřebitele č. 634/1992 Sb.
 - Zákon o účetnictví č. 563/1991 Sb.
 - Zákon o daních z příjmů č. 586/1992 Sb.
 - Zákon o DPH č. 235/2004 Sb.
 - Daňový řád č. 280/2009 Sb.
- EU Legislation
- GDPR



Environmental challenges

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





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[OUR STORY](#)

[PRESS ROOM](#)



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[HERE'S HOW](#)



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 - Customers

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



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!



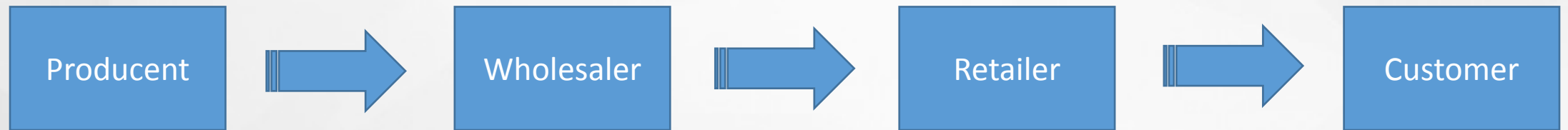
Micro level - Competition

- Porter model
- 5 Competitive forces



Micro level - Collaborators

- Suppliers
- Retailers



Internal environment

- Employees
- Equipment
- Finances
- Processes



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



SWOT analysis further evaluation

- TOWS matrix
- +/- matrix



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	

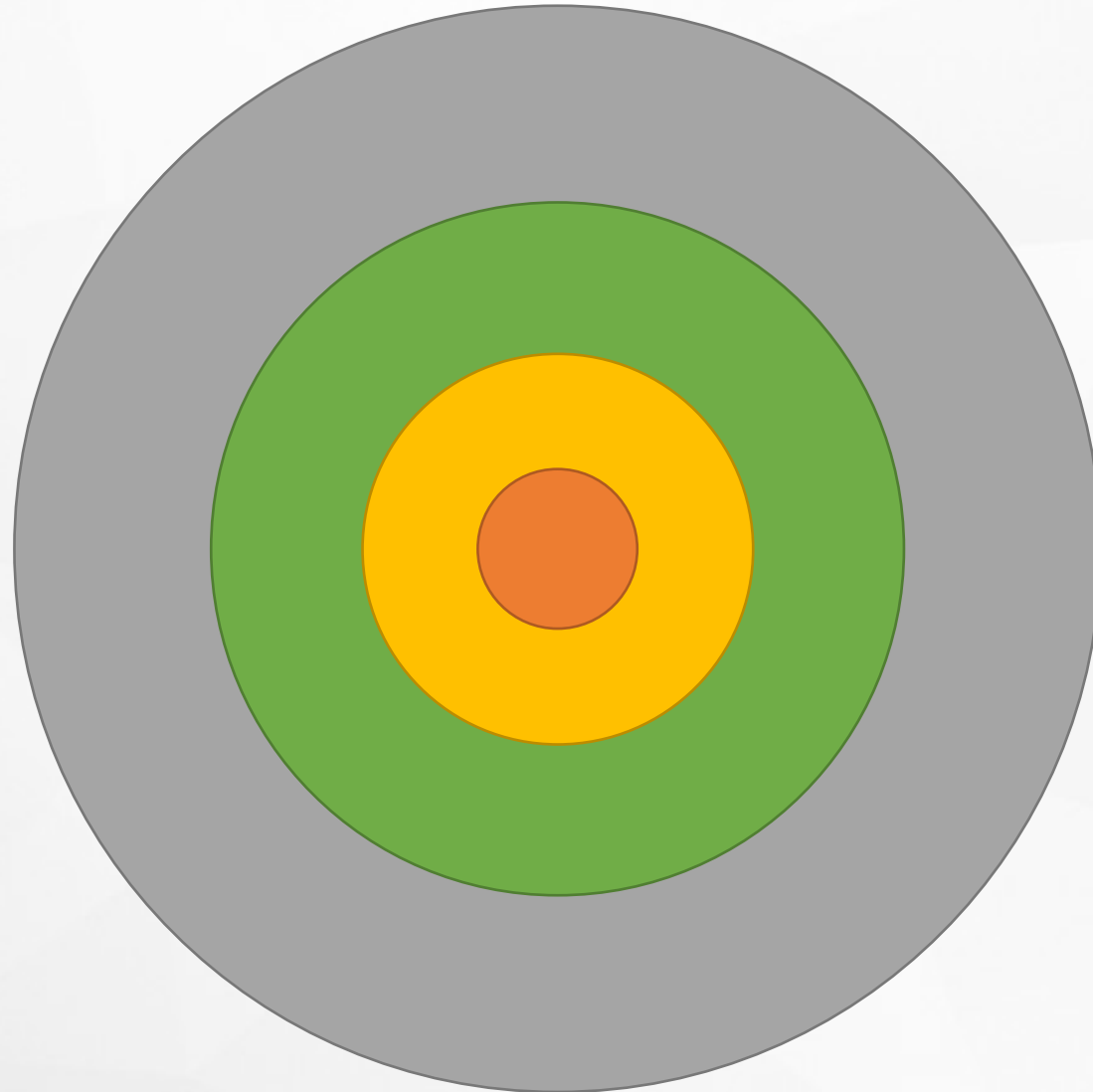


TOWS matrix - consequences

	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

