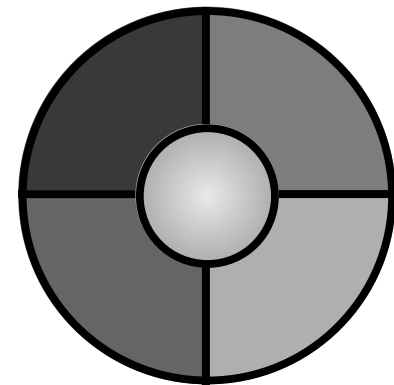
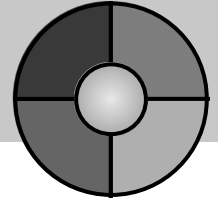


Lesson 2

Evaluating Opportunities in the Changing Marketing Environment



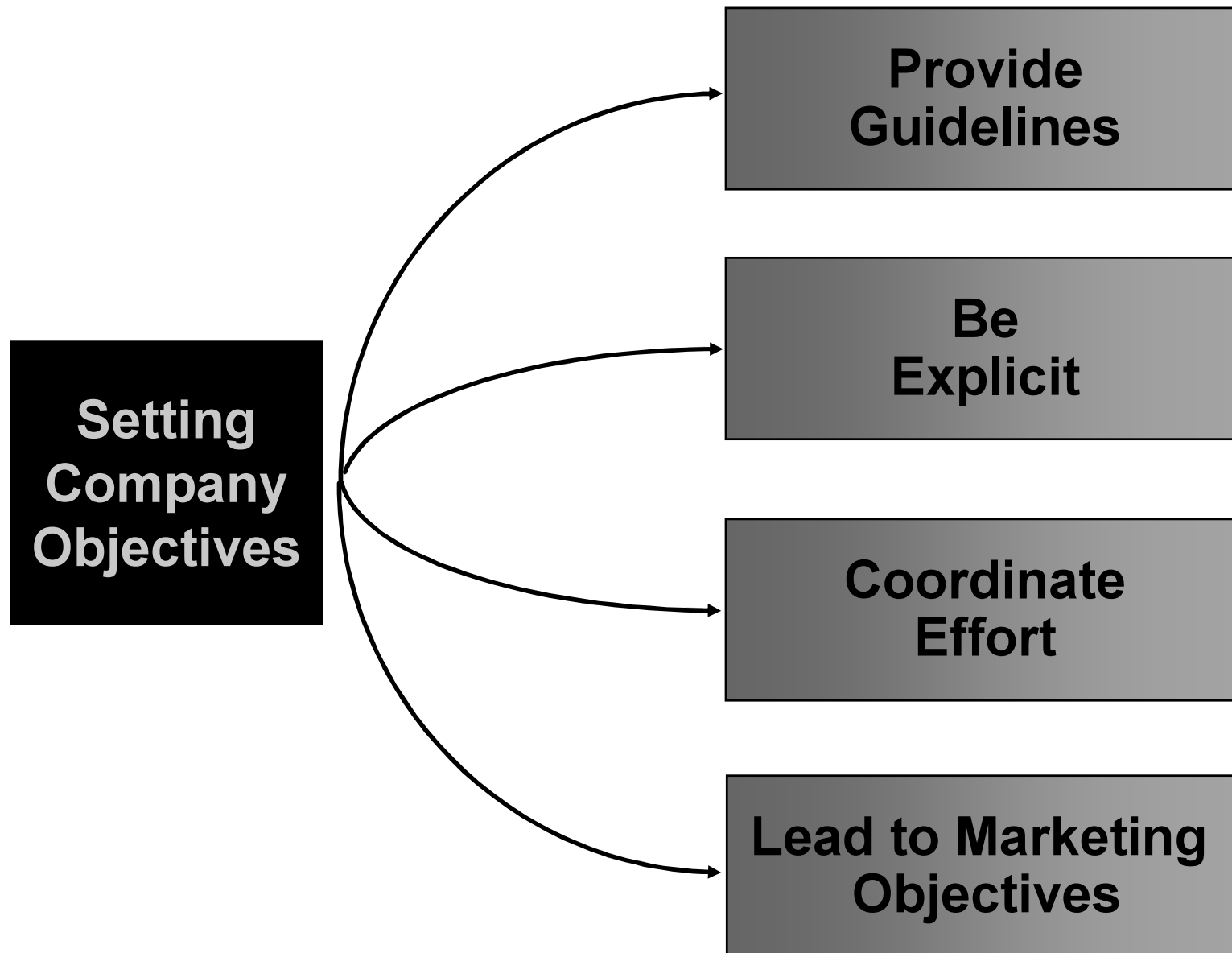
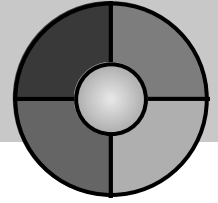
Lesson 2



When you finish this chapter, you should

1. Know the variables that shape the environment of marketing strategy planning.
2. Understand why company objectives are important in guiding marketing strategy planning.
3. See how the resources of a firm affect the search for opportunities.
4. Know how the different kinds of competitive situations affect strategy planning.
5. Understand how the economic and technological environment can affect strategy planning.
6. Understand how to screen and evaluate marketing strategy opportunities.
7. Understand the important new terms.

The Importance of Objectives



A Hierarchy of Objectives

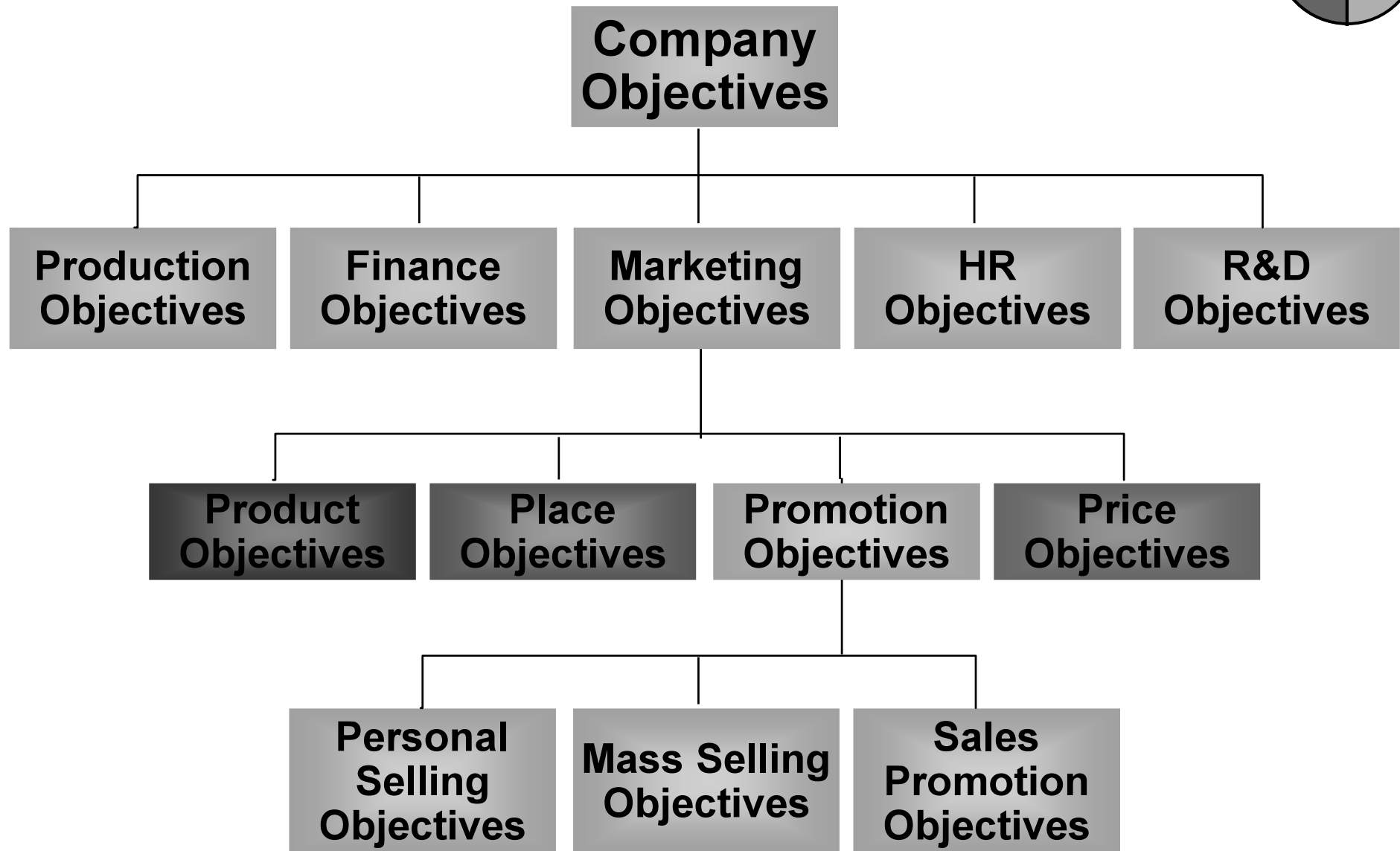
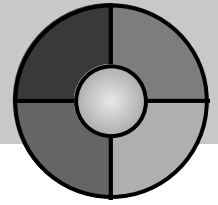
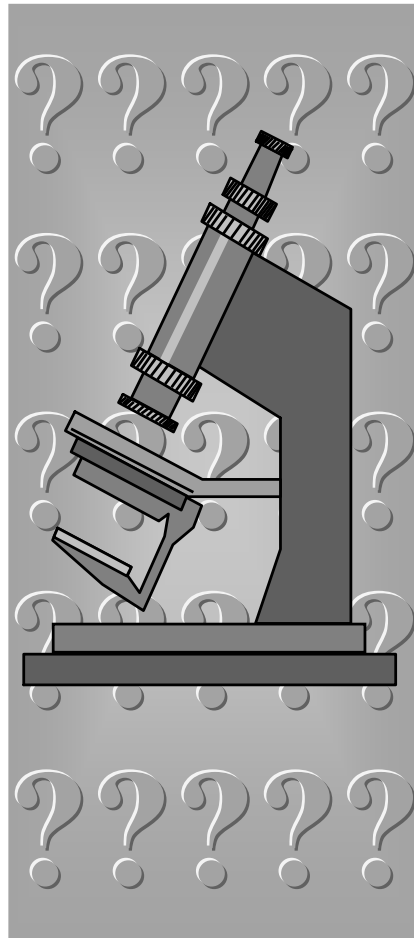
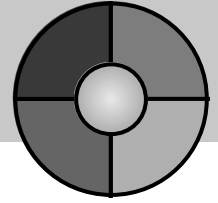


Exhibit 4-1

Limits on Opportunity Search

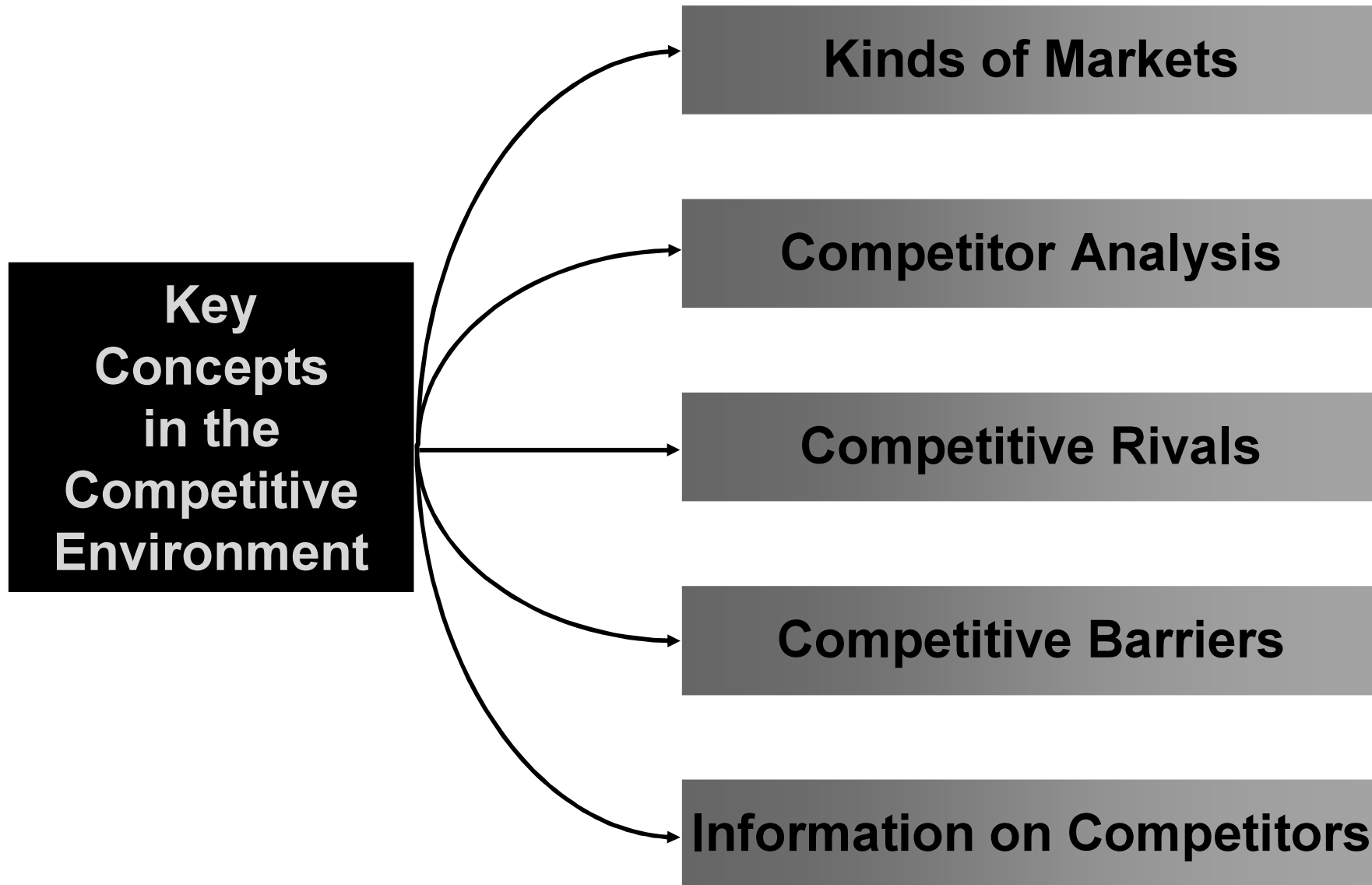
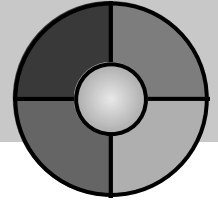


● **Financial Strength**

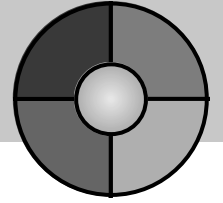
● **Producing Capability and Flexibility**

● **Marketing Strengths**

The Competitive Environment

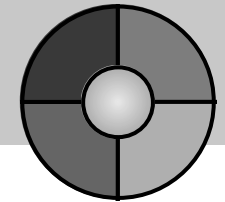


Major areas of the external market environment

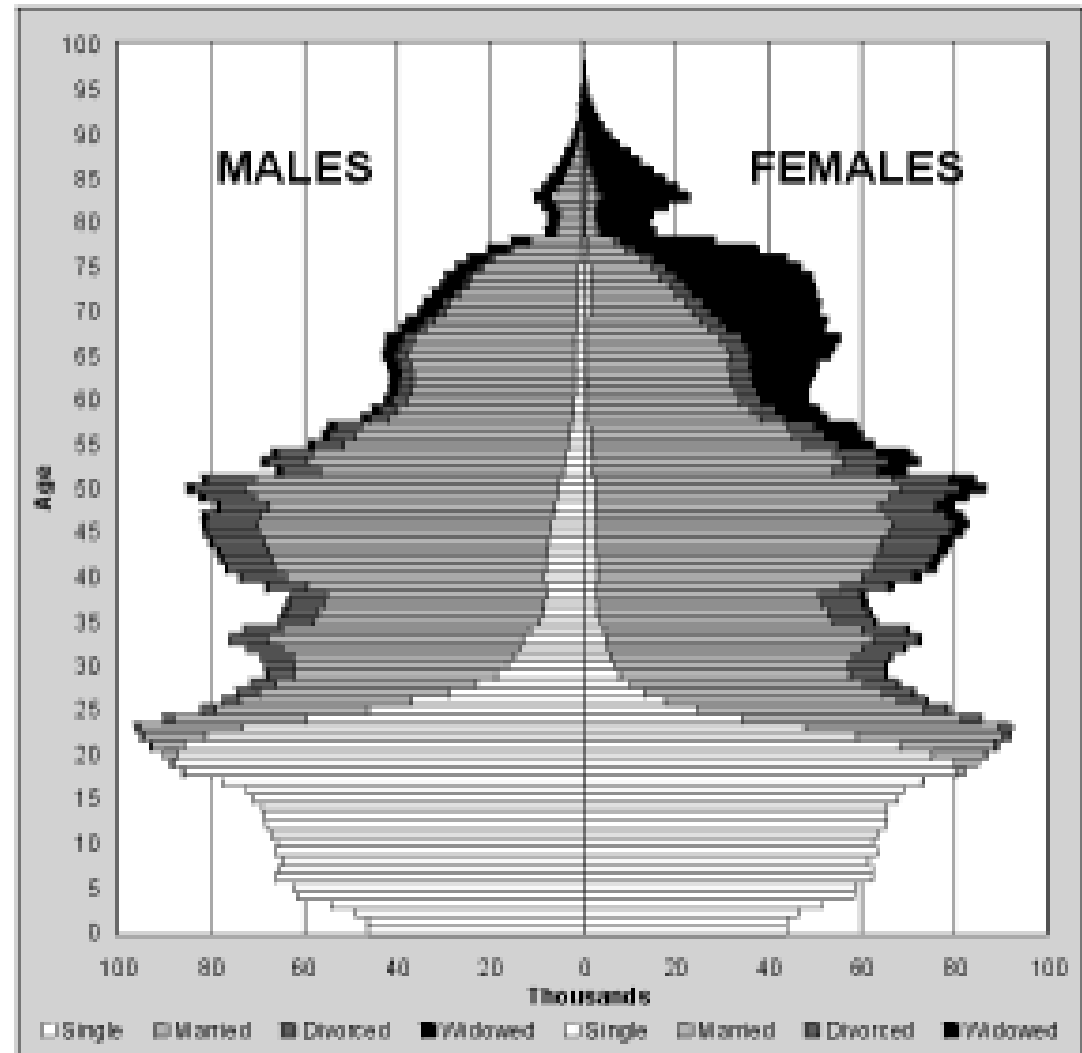
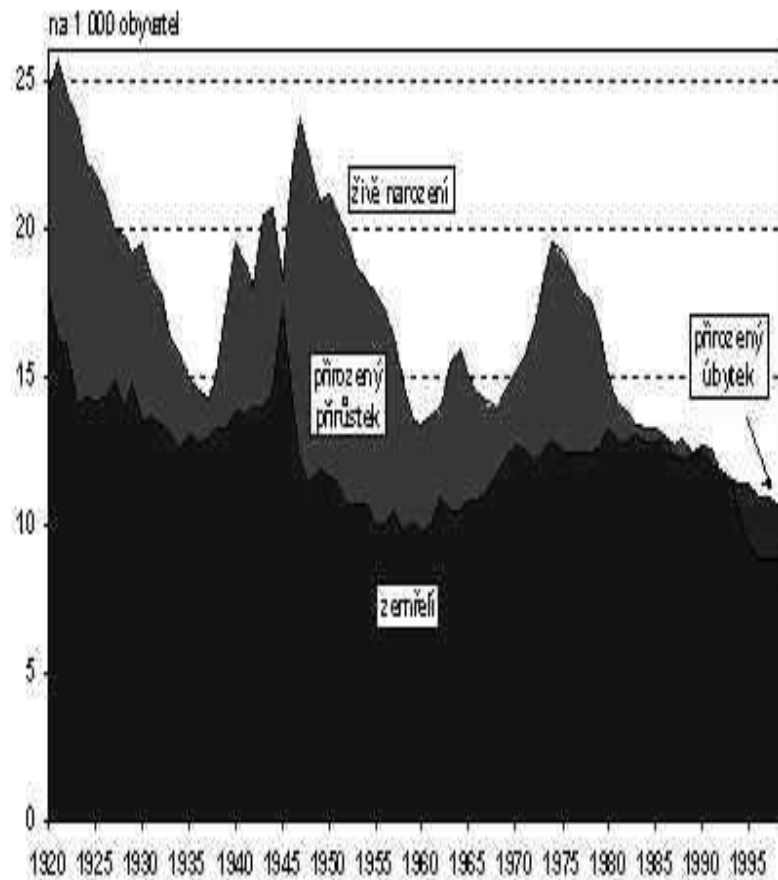


- **Demographic environment**
- **Economic environment**
- **Technological environment**
- **Political and legal environment**
- **Cultural and social environment**
- **Natural environment**

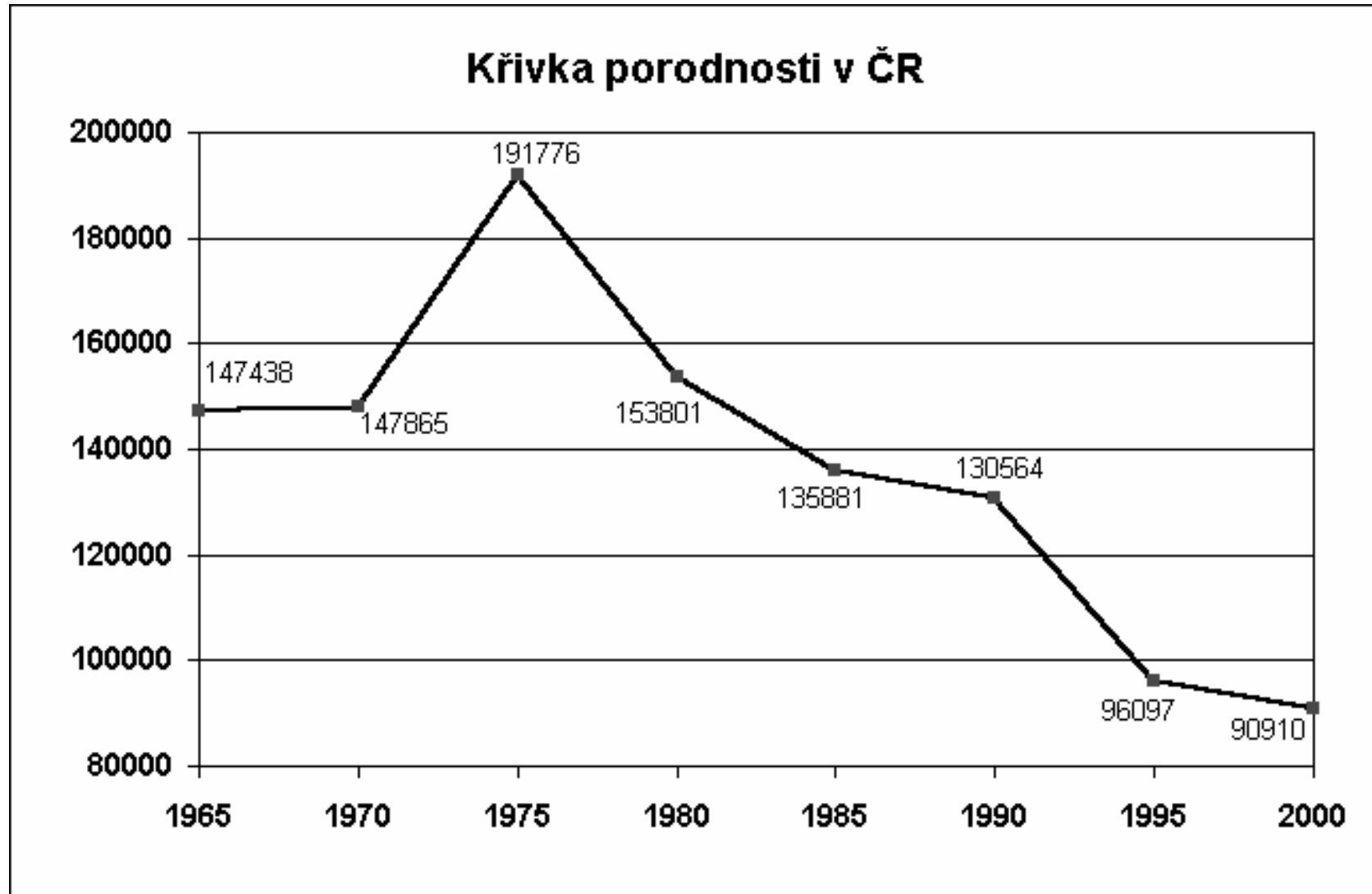
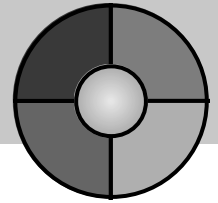
Demographic development



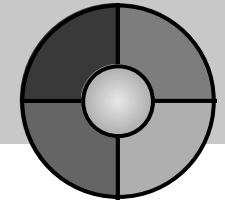
Vývoj základních demografických ukazatelů



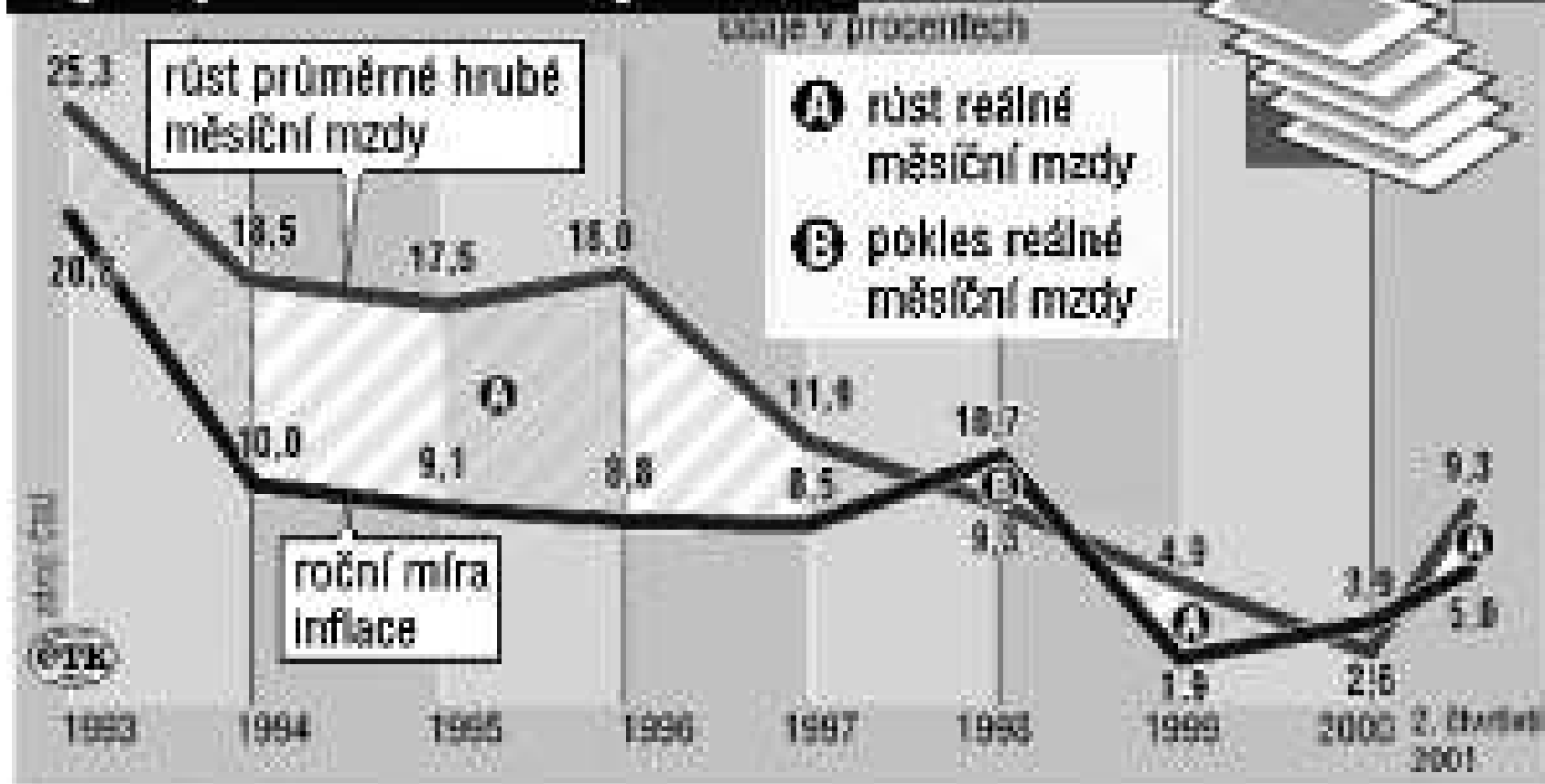
Demographic development II



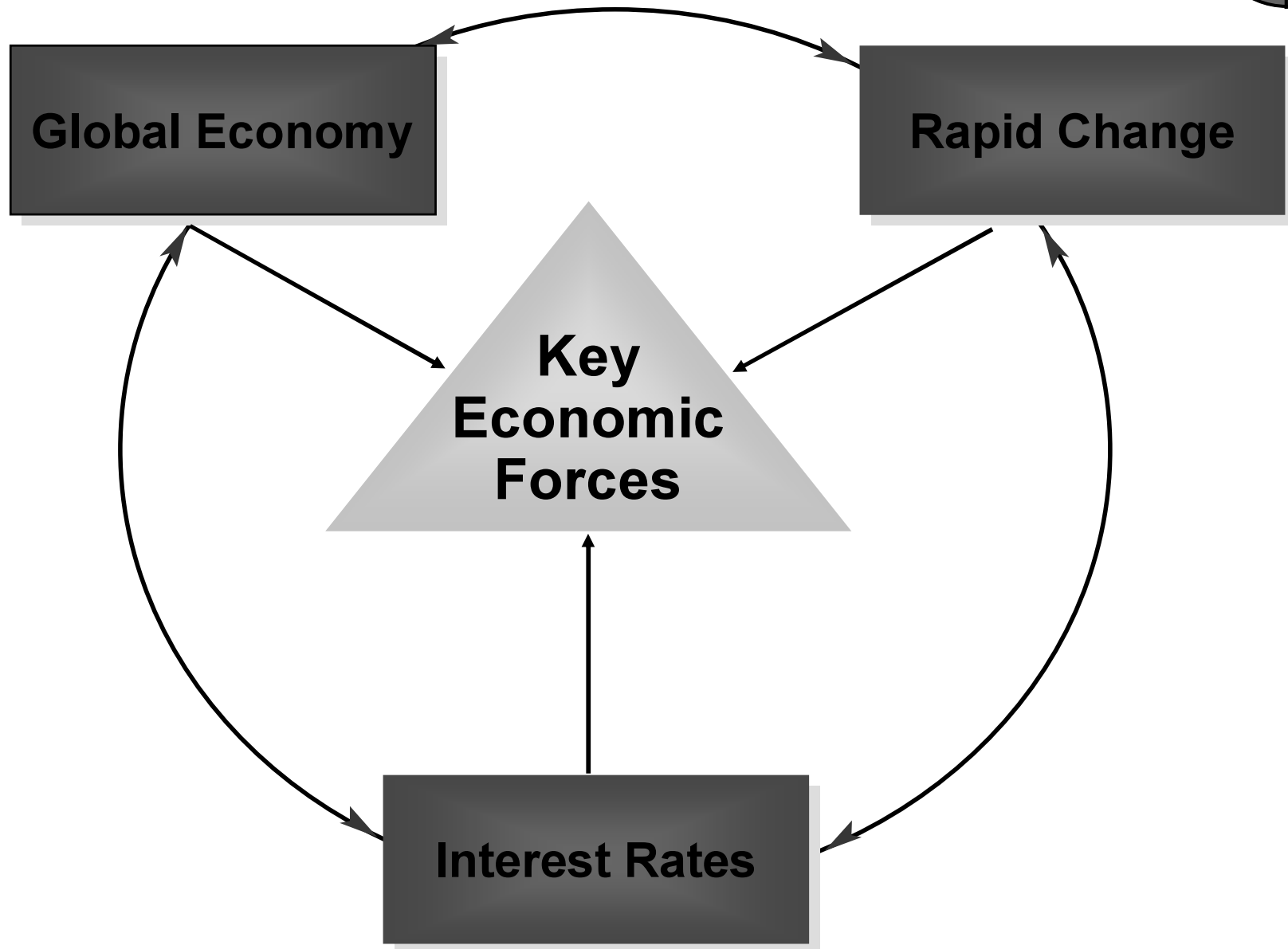
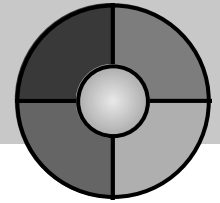
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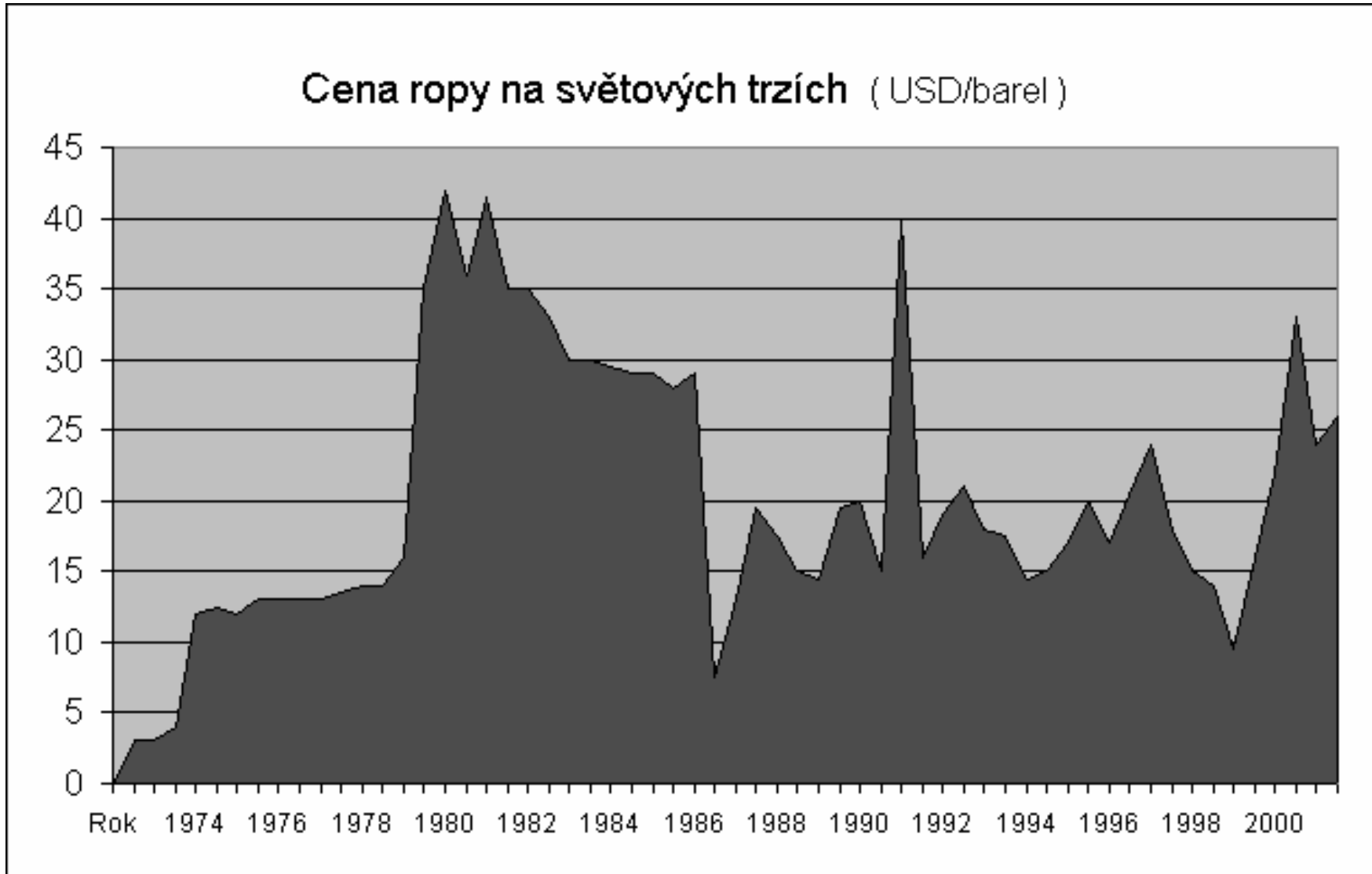
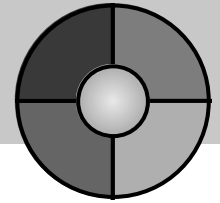
Vývoj reálné mzdy v ČR



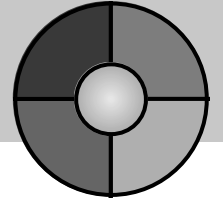
The Economic and Technological Environment



The Economic and Technological Environment

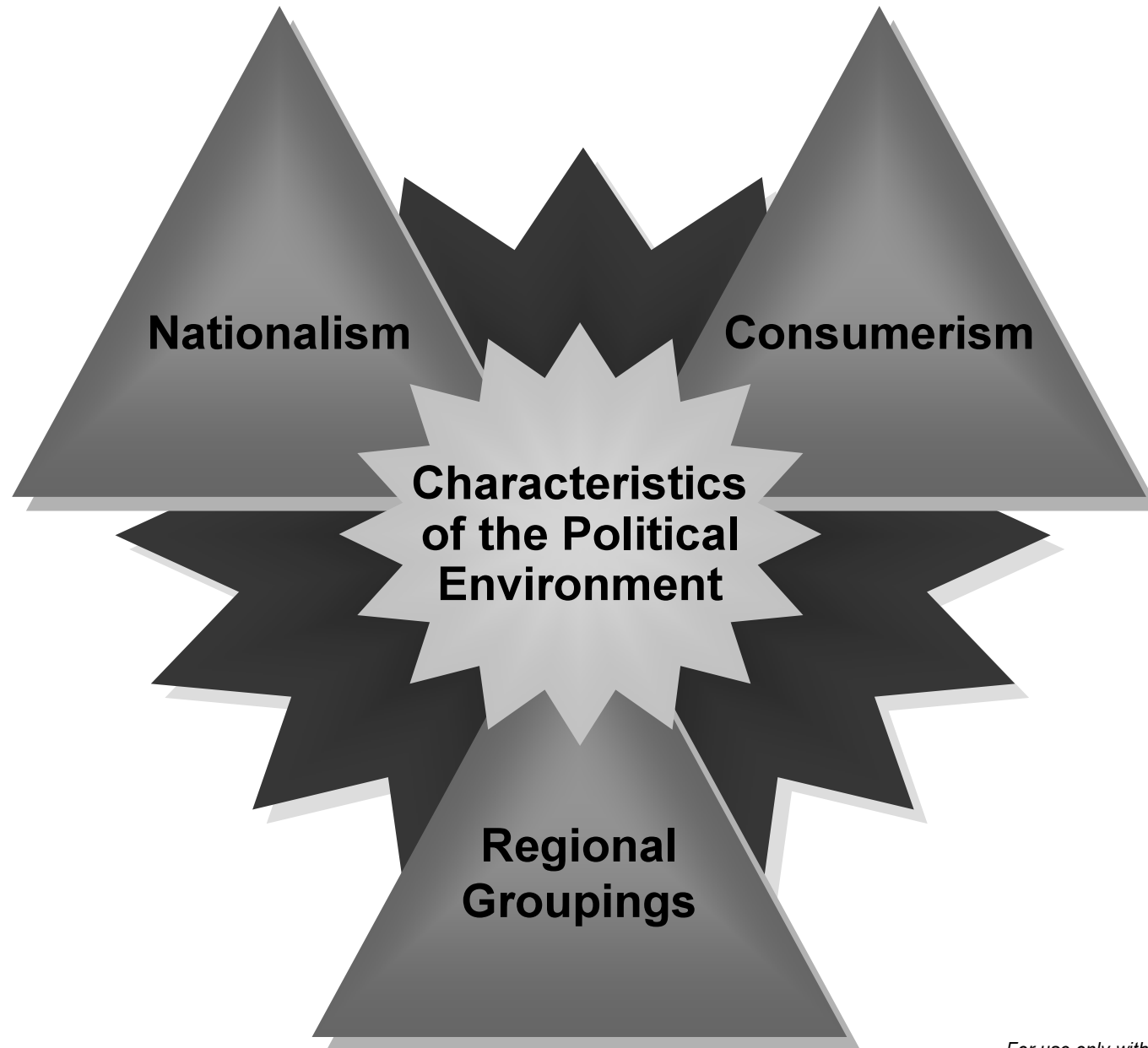
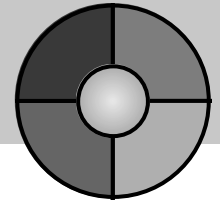


The Impact of Technology

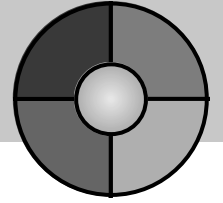


- **Technology is the application of science to convert and economy's resources to output**
- **Technology impacts marketing both through opportunities for new products and new ways (processes) for handling marketing functions**
- **Example: consider the Internet**
 - **Products: software for computer users**
 - **Process: selling from a web site**

The Political and Legal Environment



Legal Regulation Covers



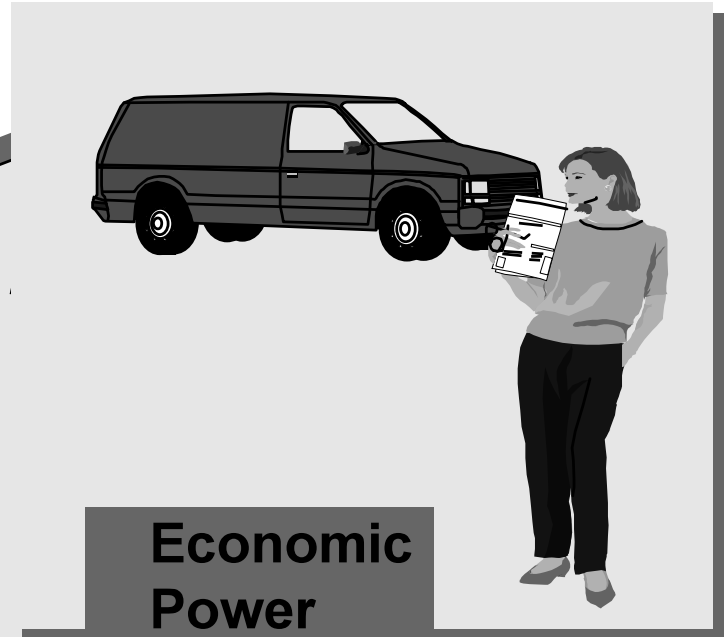
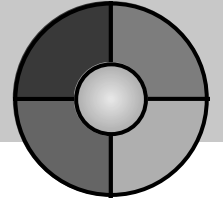
- **Companies vs society**
- **Companies vs companies**
- **Companies vs customers**

Exhibit 4-4

4-10

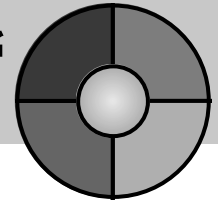
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The Cultural and Social Environment

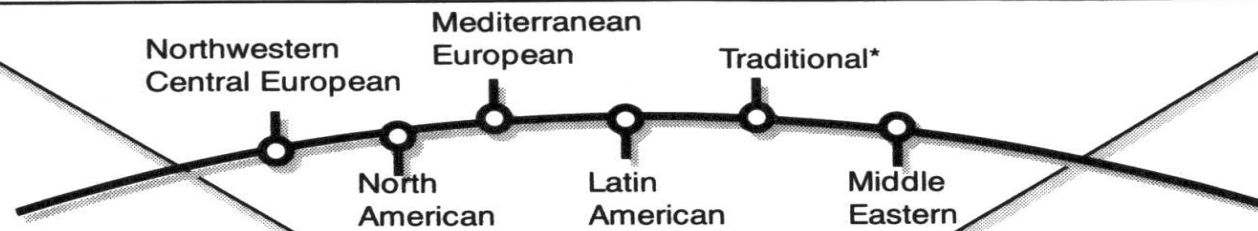


**Cultural Trend:
The Changing Roles of Women**

Cultural Environment: „time dimension“



Task

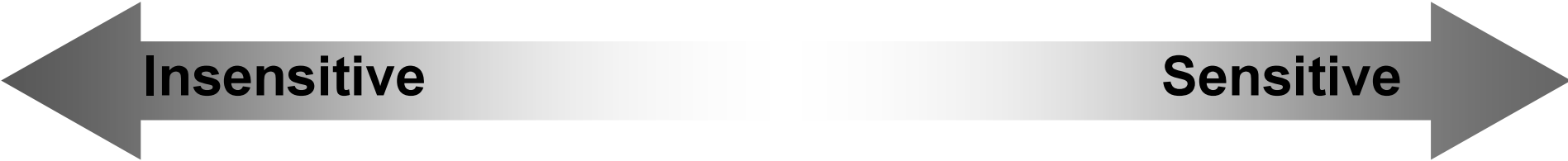
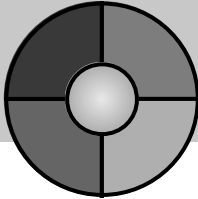


Relationship



Time

Continuum of Environmental Sensitivity



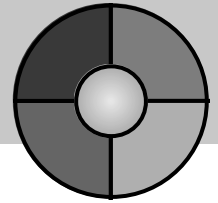
Industrial products

Basic commodity-type consumer products

Consumer products that are linked to cultural variables

Exhibit 4-8

Key Terms



Mission Statement
Competitive Environment
Competitor Analysis
Competitive Rivals
Competitive Barriers
Economic and Technological Environment

Technology
Nationalism
NAFTA
Consumerism
Cultural and Social Environment