



MASARYKOVA UNIVERZITA

# Marketing environment analysis Chapter 5

## The marketing environment

- *The marketing environment consists of two levels:*
- *macro environment,*
- *micro environment.*

## Marketing micro environment

- ❏ *Company*
- ❏ *Suppliers*
- ❏ *Customers*
- ❏ *Competitors*
- ❏ *Stakeholders - publics*

## ***Strengths and Weaknesses Analysis - S-W analysis***

## Marketing macro environment

Political influences,  
Economic influences,  
Demographical influences,  
Technological influences,  
Cultural influences,  
Ecological influences.

*Opportunities and Threats Analysis, O-T.*

**Marketing micro environment**  
+  
**Marketing macro environment**  
=  
***SWOT analysis***

# Děkuji za pozornost.

Tento projekt je spolufinancován Evropským sociálním fondem a státním rozpočtem České republiky.



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ