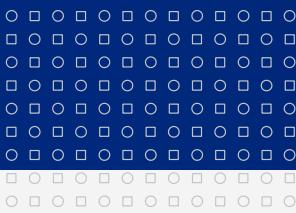


MASARYKOVA UNIVERZITA

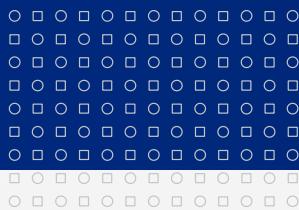
Marketing environment analysis Chapter 5



The marketing environment

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



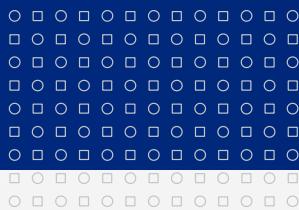


Marketing micro environment

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

Strengths and Weaknesses Analysis - S-W analysis



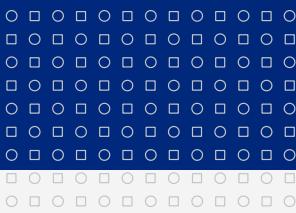


Marketing macro environment

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

Opportunities and Threats Analysis, O-T.





Marketing micro environment

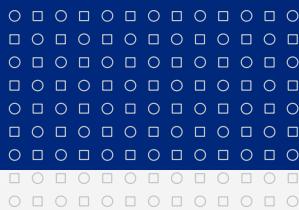
+

Marketing macro environment

=

SWOT analysis





Děkuji za pozornost.

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



INVESTICE DO ROZVOJE VZDĚLÁVÁNÍ

