

PRINCIPLES OF
Marketing

Chapter Three

Analyzing the Marketing Environment



Analyzing the Marketing Environment

Topic Outline

- The Company's Microenvironment
- The Company's Macroenvironment
- Responding to the Marketing Environment

The Marketing Environment

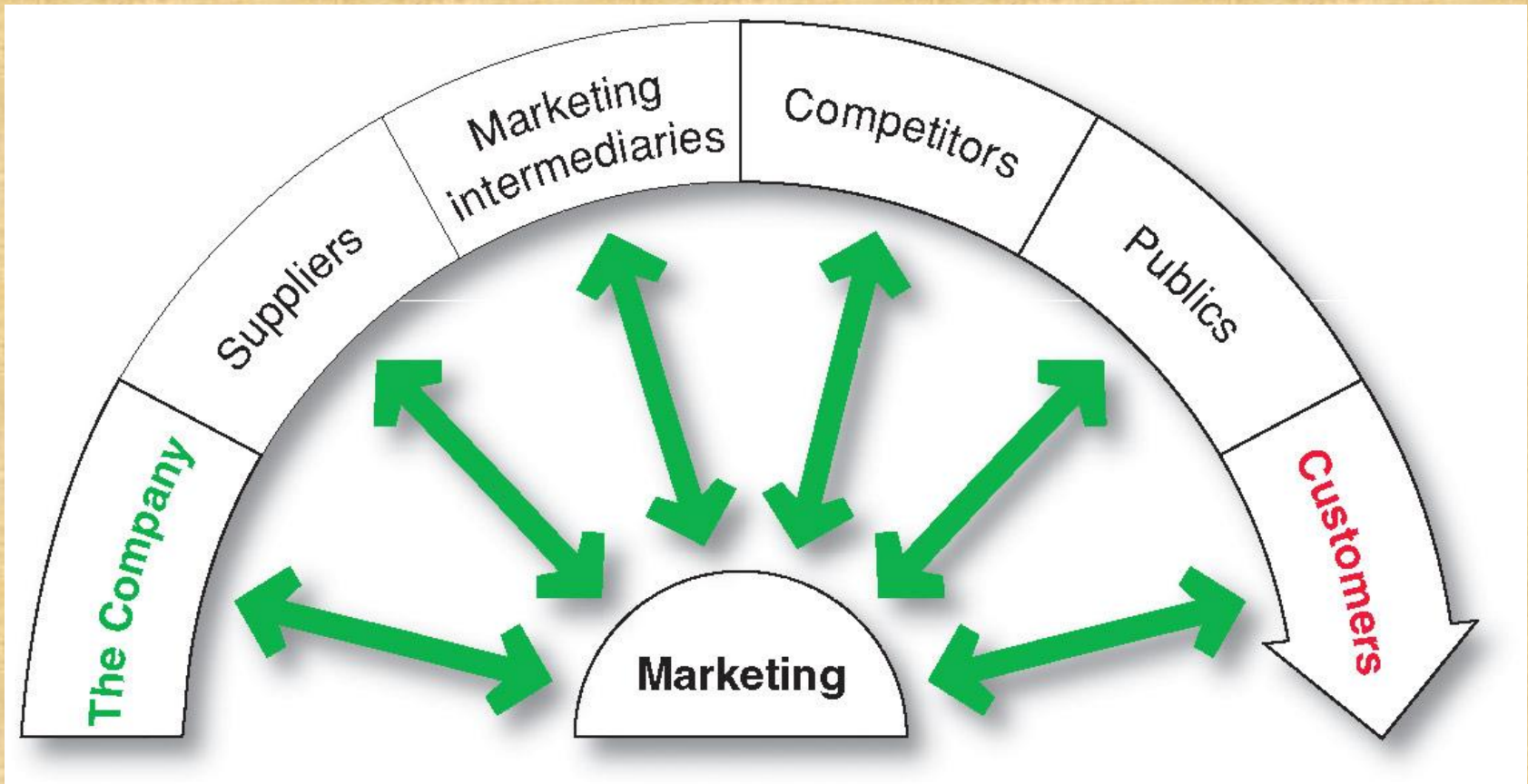
The marketing environment includes the actors and forces outside marketing that affect marketing management's ability to build and maintain successful relationships with customers

The Marketing Environment

Microenvironment consists of the actors close to the company that affect its ability to serve its customers, the company, suppliers, marketing intermediaries, customer markets, competitors, and publics

The Company's Microenvironment

Actors in the Microenvironment



The Company's Microenvironment

The Company

- Top management
- Finance
- R&D
- Purchasing
- Operations
- Accounting

digital growth:
74%



Take a smart printer: Transcontinental Inc. Add relevant data to a catalog run using Xerox digital technology and their client, Reader's Digest Canada, has 74% more sales.

There's a new way to look at it.

Transcontinental Inc. thought a digital print solution could achieve a response breakthrough for Reader's Digest, one of the world's most successful direct marketers. A call to the digital experts from the Xerox 1:1 Lab more than proved them right. Using a Reader's Digest database and Xerox digital printing

technology, personalized direct mail was created to test against a traditional direct mail campaign. The result? The 1-to-1 messaging outperformed the traditional by 74%. The more personalized messages simply had more pull. Could you benefit from our digital advantage? Just ask the pros at Reader's Digest and Transcontinental.

xerox.com/printing 1-800-ASX-XEROX



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The Company's Microenvironment

Suppliers

- Provide the resources to produce goods and services
- Treated as partners to provide customer value

The Company's Microenvironment

Marketing Intermediaries

Help the company to
promote, sell and
distribute its
products to final
buyers



The Company's Microenvironment

Types of Marketing Intermediaries

Resellers

Physical
distribution
firms

Marketing
services
agencies

Financial
intermediaries

The Company's Microenvironment

Competitors

- Firms must gain strategic advantage by positioning their offerings against competitors' offerings



The Company's Microenvironment

Publics

- Any group that has an actual or potential interest in or impact on an organization's ability to achieve its objectives
 - Financial publics
 - Media publics
 - Government publics
 - Citizen-action publics
 - Local publics
 - General public
 - Internal publics

for 2 days,
we walk as 1

Remember, early detection helps save lives.

Get a mammogram. Perform monthly breast self-exams. Have a clinical exam and talk to your doctor. And encourage women around you to do the same.

The extraordinary experience of a lifetime awaits you! Register now for the Avon Walk for Breast Cancer. Over 2 days you will journey 39 miles helping to forever alter the lives of thousands affected by breast cancer worldwide. Together, we will unite with one purpose and one goal—the eradication of this deadly disease.

The money we raise will allow medically under-insured women and men to receive the screening, support and treatment they require. And leading-edge research teams across the country will be powered by the funds they need to fuel their quest for a cure—all because of you! Take the first step. Register today.

Register, volunteer or donate today. AVONWALK.ORG 1.866.747.WALK

2009 Weekends	Houston Apr 4-5	Washington, DC May 1-3	Boston May 16-17	Chicago Jun 6-7	Rocky Mountains Jun 27-28	San Francisco Jul 11-12	Los Angeles Sep 12-13	New York Oct 10-11	Charlotte Oct 24-25
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Responding to the Marketing Environment

Views on Responding

Uncontrollable

- React and adapt to forces in the environment

Proactive

- Aggressive actions to affect forces in the environment

Reactive

- Watching and reacting to forces in the environment