Actors are easy to control

1. COMPANY

2. SUPPLIERS

3. MARKETING INTERMEDIARIES

4. COMPETITORS

5. PUBLICS

6. CUSTOMERS
1. The **Company (Coca Cola)**

- Top management
- Finance
- R&D
- Purchasing
- Operations
- Accounting
2. Suppliers

Pupkewitz Megabuild and Metro Wholesale
3. Intermediaries

Pick n Pay and its competitors
Intermediaries

Resellers

Physical distribution firms

Marketing services agencies

Financial intermediaries
4. Competitors

Pick n Pay and Shoprite
5. **Publics**

- Financial publics
- Media publics
- Government publics
- Citizen-action publics
- Local publics
- General public
- Internal publics
6. Customers

**Consumer markets**, e.g., a wife buying groceries from Spar for consumption.

**Business markets**, e.g. Pupkewitz buying from its suppliers.

**Reseller markets**, e.g. Street vendor buying a box of sweets from Pick n Pay.

**Government markets**, e.g, Polytechnic of Namibia buying computers for their computer labs, e.g, all of the above mentioned groups buy.
These forces are not controllable

1. DEMOGRAPHIC ENVIRONMENT
2. ECONOMIC ENVIRONMENT
3. NATURAL ENVIRONMENT

TECHNOLOGICAL ENVIRONMENT

POLITICAL/LEGAL ENVIRONMENT

CULTURAL ENVIRONMENT
1. Demographics
Age structure
Old, young and youth
Changing Family
Geographic shifts

From various regions to the City
Occupation shifts
From Clerical to Manager
More diversity
2. Economic Environment

Unemployment, Inflation and Currencies
What I think of natural environment is that it would be like animals, fresh air, trees, eating at a park.

Anything that occurred naturally and is not man made is the natural environment. trees, soil, the sun, wind, animals, water - they are all a part of the natural environment
A vendor machine to be changed in order to accept currency.
5. Political/Legal Environment

Rules and regulations
Since its beginning in May 2006, TOMS has given over 10,000 pairs of shoes to children in Argentina and 50,000 pairs in South Africa through the purchases of our caring customers. In 2008 TOMS plans to give 200,000 pairs of shoes to children in need around the world.

Our ongoing community events and Shoe Drops allow TOMS supporters and enthusiasts to be a part of this One for One movement.

Get Involved: Changing a life begins with a single step...

For every pair you purchase, TOMS will give a pair of shoes to a child in need.

One for One.
2 week vacation to Chile: $4,500

(deciding to miss your return flight: priceless)

There are 192 countries in the world and MasterCard® can help you see every single one. From Kathmandu to the Great Wall of China, no other card is more accepted worldwide. Go to priceless.com for fresh travel ideas and great escapes. There are some things money can’t buy. For your next adventure, there’s MasterCard®.

It’s green.

even before it’s green.

Our organic greens show their true colors long before they begin to peek through the soil. We raise our crops without harmful chemicals, in healthy soil that supports strong, nutrient-rich plants. Sure, organic farming can be more challenging in the short term, but the reward is delicious organic produce and a healthy planet. That’s something we can all feel good about.


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Responding to the marketing environment

**UNCONTROLLABLE**
React and adapt to forces in the environment

**PROACTIVE**
Aggressive actions to affect forces in the environment

**REACTIVE**
Watching and reacting forces in the environment
If you sell Western clothing to himbas men and women in Opuwo. Or selling himba clothing Metropolitan towns, there will also no demand.