

BUSINESS ENVIRONMENTS

Introductions : Light Blue

Conclusions : Light Pink

QUESTION

Write a business report to Mr Hedderwick in which you discuss the following:

- The impact of the external environment on the marketing function. Include possible techniques / models that Mr Hedderwick and his team can use to determine the influences of the external environment.
- The 7 Ps of marketing to develop marketing strategies in response to the influences of the external environment on Debonair's brand.

ANSWER

The macro environment

INTRODUCTION Both the macro and the market environments form part of the external environment. The business has limited control over events that take place in the external environment, but it must take these events into account and work out strategies (action plans) to adapt to situations in the external environment.

However, it is also important to keep in mind that events that take place within the business (internal environment / micro-environment) can in turn influence the events in the macro-environment, as illustrated by the following examples:

- In the event of a strike, an individual business, or a group of businesses (industry) may have an effect on the economy.
- A business that employs or fires workers contributes to the employment / unemployment rate of the country.
- The way a business is run can directly affect the physical environment in which it is run, etc.

Various tools can be used to analyse events in the macro environment:

- determine how the business should respond to eliminate any threats
- take advantage of opportunities to gain a competitive advantage
- Some tools that can be used to analyse the macro environment include:
- An environmental scan
- An SWOT analysis
- A PESTLE analysis or, to be precise, a PESTLE analysis.

An environmental scan

It is important to conduct an environmental scan to identify factors that have an impact on the business and then adjust existing plans or make new plans to address these factors / events.

Essays For Business Grade

Nedda Gilbert



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How to do your Essays, Exams and Coursework in Geography and Related Disciplines Peter Knight, Tony Parsons, 2004-03-01 Written for students who need help doing their coursework and exams this book focuses mainly on the skills and techniques that apply to essay writing but also covers other types of assignment such as posters talks PowerPoint DTM presentations and web pages Its basis is that all of these different types of work are centred on clear communication of well supported responses to the questions or tasks that have been set

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The Business School Buzz Book Vault Editors, 2006-02-07 In this new edition Vault publishes the entire surveys of current students and alumni at more than 100 top business schools Each 4 to 5 page entry is composed of insider comments from students and alumni as well as the school's responses to the comments

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Business School Essays that Made a Difference Nedda Gilbert, 2006 This edition contains 99 entry essays that made the grade and a few that didn't

Education Essays Eric Schiltz, 2015-01-24 This book of essays is about education and technology and the use of technology in education I try to buck the trends in education now and for the past 30 years There is one book review I hope that many people will read that book I also critique Waiting for Superman

Classroom Assessment Steven R. Banks, 2012-04-13 Building on the success of the popular first edition the author tackles the latest issues and practices in the field of classroom assessment The No Child Left Behind Act has transformed the role of educational assessment requiring annual assessments as part of a federal system of

educational accountability National accreditation organizations such NCATE have mandated standards based performance and emphasized specific assessment benchmarks in meeting these standards The inclusion movement to accommodate special needs students in the regular education classroom also has impacted classroom assessment practices Teacher assessment classroom environment test anxiety the Race to the Top grants and many more timely topics receive comprehensive yet accessible treatment Banks provides thorough and well documented discussions of performance assessment essay and multiple choice assessments formative assessment and reliability validity issues as well as invaluable classroom assessment tools that include portfolios rubrics journals and models such as Anderson and Krathwohls revision of Blooms Taxonomy Gender and diversity issues including learning differences and socioeconomic influences on student achievement are given in depth coverage Outstanding features include case studies point counterpoint debates on controversial assessment topics and practices teacher application exercises thought provoking self assessment exercises and end of chapter activities that include review questions and opportunities for directed learning

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The Publishers Weekly, 1926

Lesson Planning Tweaks for Teachers Melanie Aberson, Debbie Light, 2015-06-18 Lesson planning is a requirement of every teacher Whether you are planning your day to day lessons or a formal observation planning is a skill that can be refined and improved to ensure your workload is manageable and your lessons exceptional Aimed at committed and reflective teachers who want to develop their practice this book introduces Tweaks for Teachers small changes that make a big difference It encourages you to review your current lesson planning practice and develop lessons that enable students to make outstanding learning gains The book focuses on making practical small changes that over time can make a real difference to the quality of learning and teaching in the classroom Organised around real lesson snippets and full lesson plans covering every secondary subject the book focuses on the key areas you need to plan for every lesson assessment for learning questioning stretch and challenge and commitment to learning as well as covering the importance of developing a good marking practice Real examples of successful lessons are provided as well as a commentary of missed opportunities and practical tweaks that could be made to improve students learning and to develop outstanding teaching This format means that the book is not only useful to those

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Bjelobaba,Tomáš Foltýnek,Irene Glendinning,Veronika Krásničan,Dita Henek Dlabolová,2023-01-01 This book aims to broaden the horizons of academic integrity by discussing novel practices and technologies and the importance of student involvement in building a culture of academic integrity Examples are the outreach efforts towards a range of non educational organisations the exploration and comparison of ethical policies and actions in different institutions and the improvement of student responses in research on sensitive topics It explores a range of scenarios and strategies adopted in different parts of the world during the COVID 19 pandemic and addresses new technological advances for investigating types of academic misconduct that are difficult to find including translation plagiarism contract cheating the usage of the proctoring systems and the innovative use of data mining to detect cheating on on line quizzes The work shows how working with students is an essential part of the fight against academic misconduct The student voice can be a powerful source of motivation for students but educators also need to understand their perspectives especially regarding such an important topic as academic integrity

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