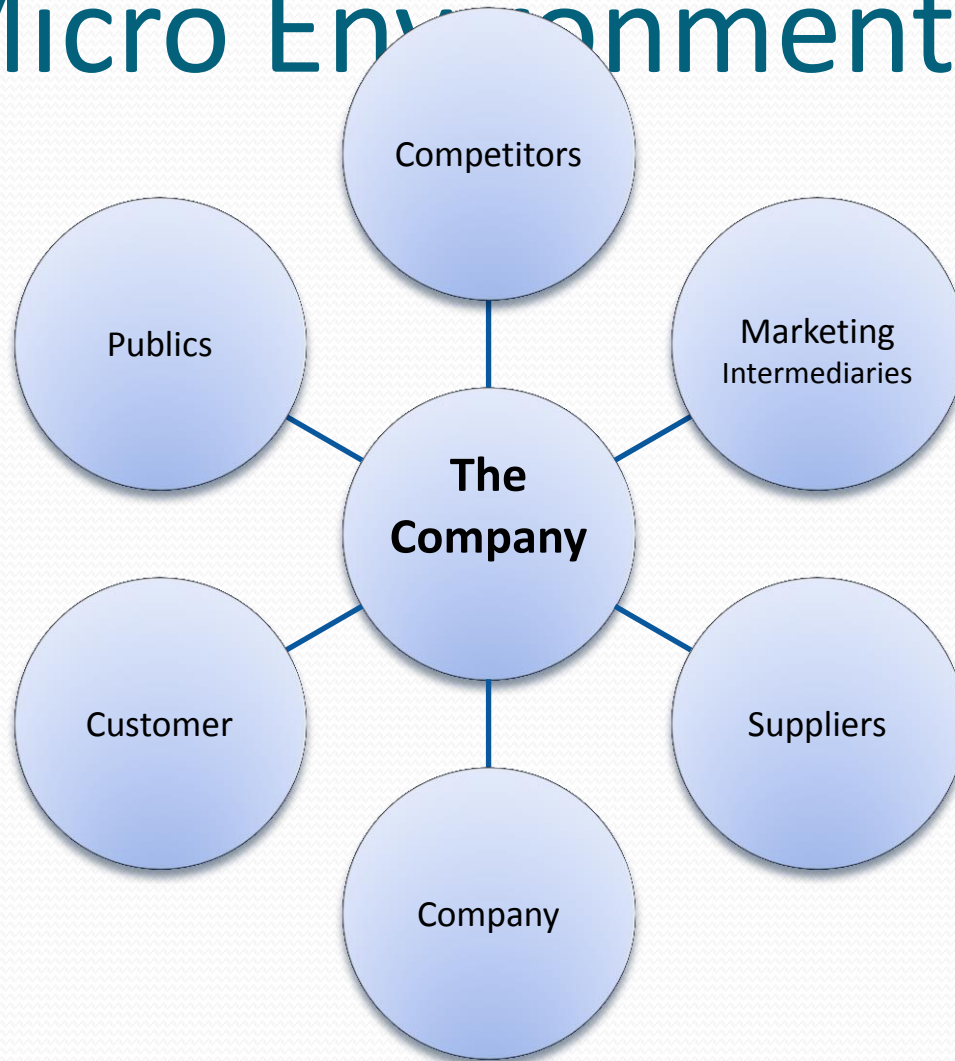


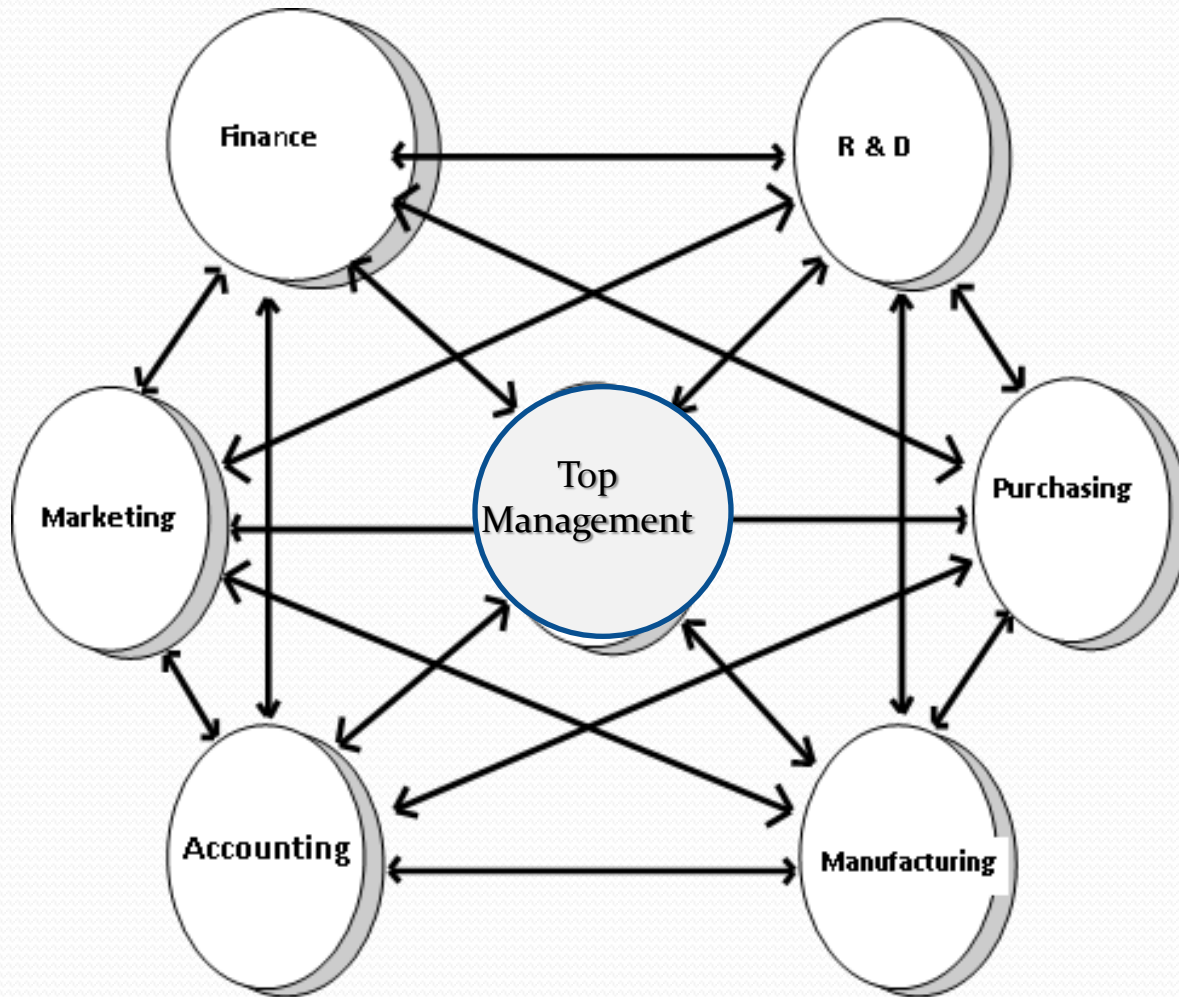
Environmental Scanning

Micro Environmental Scanning



1. *Company*
2. *Marketing Intermediaries*
3. *Customers*
4. *Competitors*
5. *Publics*
6. *Suppliers*

Company scan



Customers

- **Consumer markets:** individuals and household that buy goods and services for personal consumption
- **Industrial markets:** organisations that buy goods and services for further processing or for use in their production process
- **Reseller markets:** organisations that buy goods and services in order to resell them at a profit
- **Government markets:** Government agencies that buy goods and services in order to produce public services or transfer these goods and services to others who need them
- **International markets:** foreign buyers, including consumers producers, resellers and governments

Economic

- Exchange rates
- Inflation
- Boom or bust
- Funding streams & mechanisms
- Budgetary restrictions

Social

- Population growth
- Demographic make up
- Immigration and diverse population with different cultural identities & needs
- Changing attitudes

Technological

- Technological advancement
- Technological advancement
- Rate in which consumers adapt to advances
- Global trends and emerging markets

Legal

- Government legislation
- Cost of failing to adhere to legislation
- Ability to be responsive and adapt quickly to change
- The cost of making necessary changes V's benefits

Environmental

- How an organisations activities impact upon the environment
- Sustainability of operations
- Ethical production and social conscience
- Waste Policy
- Control of emissions