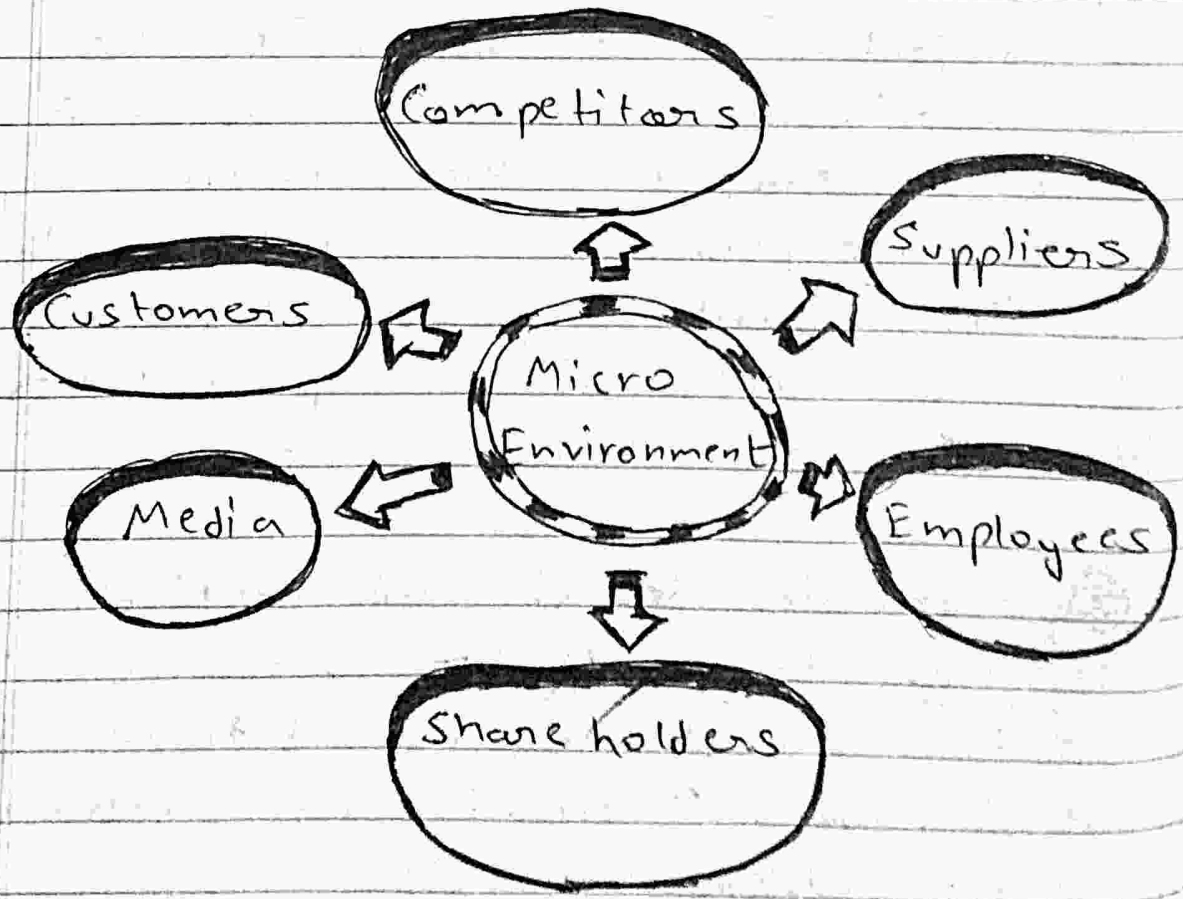


Q3 ~~Q2~~ ~~Explain~~ Micro environment and Macro environment?

Ans ~~Q2~~ ~~Q1~~ Micro environment :-> Micro environment is defined as the nearby environment under which the firm operates, and Micro environment direct impact on business activities.

They can influence the performance and day to day operation of the company, but for the short term only. Its elements include Suppliers, Competitors, marketing, Customers etc.



- ① Suppliers are the ones who provide inputs to the business like - raw material, equipment and so on.
- ② Competitors are the rivals, which compete with the firm in the market and resources as well.
- ③ Marketing intermediaries may include wholesalers, distributors, and retailers that make a link between the firm and the customers.
- ④ Customers/Consumers are the ones who purchase the goods for their own consumption. They are considered as the king pin of business.
- ⑤ Macro environment:-> Macro environment refers to the general environment that can affect the working of all business enterprises, and Macro environment indirectly and distantly influence on business Environment.

And Macro environment influences the working, performance, decision making and strategy of all business group at some time.

The external environment are not under the control by the firm

The elements are political & Legal Environment, Economic Environment, Technological Environment etc.

