

## Section 1

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Business environment is sum or collection of internal and external factors such as employees, customers needs and expectation, supply and demand, management, clients, suppliers, owners activities by government, innovation in technology, social trends, market trends, economic changes etc.

### External \* Environment

External element are affecting factors outside and under no control of the company. Considering the outside environment allows businessman to take suitable adjustment to their marketing plan.

- Customer
- People
- Talent

### Internal \* Environment

Internal factors refers to anything within the company and under the control of the company and under no matter whether they are tangible or intangible.

- Plans & policies.
- Value Proposition.
- Human Resources.