

Business Environment

Section - 1

Q1 Business environment :- Business Environment is made from two words Business and environment that means Business which related from the profit and loss and environment is related to the our close and near environment

Definition → "According to Arthur" Business is that complex fixed of commerce and industry in which goods and service are related & distributed in people for the hope of profit within the framework of laws and regulation"

Type of Environment

(i) Internal Environment → An organization Internal environment is composed of the element within the organisation, include current employee, management which define employee behavior.

- Financial factor
- Brand & corporate image
- Labour relation
- HR

(ii) External Environment \Rightarrow It refers to the environment that has an indirect influence on the business. The factors are uncontrollable by the business.

Micro	Macro
<ul style="list-style-type: none">• Supplier• Competitor• Customer• Public	<ul style="list-style-type: none">• International• Legal• Political• Technology