

Section - 4

Q1 Importance of Business environment

- Enabling firm to determine threats as well as business opportunities
- Identification of growth areas.
- Creating a better brand images.
- Staying in sync with the competition.
- Also, keeping the managers at the top of the learning curve.

Significance of business environment

- First mover
- Strategy formulation
- Continuous learning
- Image building
- Giving direction to growth