

... as the aggregate and effect external environment) to the firm function and total of all things that affect the organisation is called business environment. Business environment includes, the climate, economic, social, political or institutional, which business operations are conducted. Business environment are basically categorized into two segments, and that is internal and external environment. Lets us discuss about the internal and external environment.

* Internal Environment is composed of the elements within organisation, including ~~the~~ current employees, management, and especially corporate culture, which defines employees' behaviours. Although some elements affect the organisation as a whole, ~~others~~ affect only the manager. Traditional managers give explicit instructions to employees, while progressive managers empower employees to make many of their own decisions.

* External Environment is the type of environment that lies outside the organisation, is known as external environment. External factors are unpredictable and uncontrollable. They all beyond the control of company. It includes social, economical and political conditions.

The external Environment mostly aims on the firm, the customers satisfaction and demand study. suppliers and distribution and the competitors in the market area. And of course the society etc.