

BUSINESS ENVIRONMENTS

Introductions : Light Blue

Conclusions : Light Pink

QUESTION

Write a business report to Mr Hedderwick in which you discuss the following:

- The impact of the external environment on the marketing function. Include possible techniques / models that Mr Hedderwick and his team can use to determine the influences of the external environment.
- The 7 Ps of marketing to develop marketing strategies in response to the influences of the external environment on Debonair's brand.

ANSWER

The macro environment

INTRODUCTION Both the macro and the market environments form part of the external environment. The business has limited control over events that take place in the external environment, but it must take these events into account and work out strategies (action plans) to adapt to situations in the external environment.

However, it is also important to keep in mind that events that take place within the business (internal environment / micro-environment) can in turn influence the events in the macro-environment, as illustrated by the following examples:

- In the event of a strike, an individual business, or a group of businesses (industry) may have an effect on the economy.
- A business that employs or fires workers contributes to the employment / unemployment rate of the country.
- The way a business is run can directly affect the physical environment in which it is run, etc.

Various tools can be used to analyse events in the macro environment:

- determine how the business should respond to eliminate any threats
- take advantage of opportunities to gain a competitive advantage
- Some tools that can be used to analyse the macro environment include:
- An environmental scan
- An SWOT analysis
- A PESTLE analysis or, to be precise, a PESTLE analysis.

An environmental scan

It is important to conduct an environmental scan to identify factors that have an impact on the business and then adjust existing plans or make new plans to address these factors / events.

Possibles Essays For Grade 12 Business Studies

Lingsheng Yao



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Cognitive Development for Academic Achievement James P. Byrnes, 2021-08-24 This integrative text spotlights what educators need to know about cognitive development across grade levels and content areas The book concisely reviews developmental neuroscience and theories of learning It probes such crucial questions as what children are capable of remembering at different ages what explains differences in effort and persistence and how intelligence relates to learning Domain specific chapters focus on the development of key skills in reading writing math science and history Multiple influences on achievement and motivation are explored including school family cultural and socioeconomic factors Each chapter concludes with clear instructional implications

Good Essay Writing Peter Redman, Wendy Maples, 2017-02-22 Writing good essays is one of the most challenging aspects of studying in the social sciences This simple guide provides you with proven approaches and techniques to help turn you into a well oiled essay writing machine Good Essay Writing demonstrates how to think critically and formulate your argument as well as offering water tight structuring tips referencing advice and a word on those all too familiar common worries all brought to life through real student examples from a range of subjects Now in its fifth edition this fresh update contains New essay examples are analysed and discussed so you have a clear understanding of what makes a good essay A new chapter on essay writing skills and other forms of social science writing helping you transfer the skills you learn to different types of written assessments A new Companion Website providing additional exercises and examples helping you practice and apply the skills This practical guide is an absolute must for everybody wanting or needing to brush up on their essay writing skills and boost their grades The Student Success series are essential guides for students of all levels From how to think critically and write great essays to planning your dream career the Student Success series helps you study smarter and get the best from your time at university Visit the SAGE Study Skills hub for tips and resources for study success

Language and Literacy Development James P. Byrnes, Barbara A. Wasik, 2019-08-05 This established text now revised and updated reveals how spoken language skills are acquired and how they affect children's later reading and writing achievement With a unique focus on the needs of educators the book examines the foundations of language in the developing brain It explores the relationship of language processes to core literacy skills and probes the impact of motivational and sociocultural factors on children's learning Implications of developmental knowledge for classroom instruction are highlighted and effective practices reviewed Revealing vignettes clear explanations of research and lists of main ideas enhance the text's accessibility for preservice teachers New to This Edition Chapter on emergent literacy and the predictors of reading success Incorporates the latest research including findings from key longitudinal studies Increased attention to English learners low income children and children with disabilities Updated and expanded topics including usage based theories of language acquisition morphological knowledge in vocabulary and comprehension phonological processing skills and writing development

Resources in Education

,1998-05 **Feedback in Second Language Writing** Ken Hyland,Fiona Hyland,2019-07-04 Offers an up to date analysis of issues related to providing using and researching feedback including new developments in technology **SAT For Dummies** Geraldine Woods,Ron Woldoff,2016-04-04 The easy way to prepare for the SAT The College Board has announced a redesign to the SAT in the spring of 2016 There s no doubt that students parents and educators are clamoring for a revised and authoritative resource on the latest iteration of this important standardized test Packed with loads of concept review and practice questions that cover everything you can expect to encounter on the math reading and writing sections and complemented with one year access to additional SAT practice online this 2016 2017edition of SAT For Dummies covers everything you need to increase your chances of scoring higher and getting into the college of your dreams The SAT is administered annually to more than 2 million students at approximately 6 000 test centers located in more than 170 countries Nearly every college in America accepts the SAT or SAT Subject Test as part of its admission process Written by veteran For Dummies author and test preparation guru Geraldine Woods 2016 2017 SAT For Dummies breaks down the topics covered on the redesigned SAT into easily digestible parts and gives you ample practice opportunities to pinpoint where you need more help and go on to master every subject Offers strategies to stay focused on SAT test day Helps you gauge how you measure up as you prepare for the SAT Includes tips on how to manage your time wisely Provides practice problems and exercises in print and digital formats to take your skills to the next level If the thought of preparing for the SAT makes you sweat fear not 206 2017 SAT For Dummies takes the intimidation out of the exam and arms you with the confidence and know how you need to make it your minion Research in Education ,1974 The College Buzz Book ,2006-03-23 In this new edition Vault publishes the entire surveys of current students and alumnni at more than 300 top undergraduate institutions as well as the schools responses to the comments Each 4 to 5 page entry is composed of insider comments from students and alumni as well as the schools responses to the comments Complete Book of Colleges, 2005 Edition Princeton Review (Firm),2004-07-20 Up to date information on 1 780 colleges and universities **Horizons** Ontario. Department of University Affairs,1972 **The Harvard Graduates' Magazine** William Roscoe Thayer,William Richards Castle (Jr.),Arthur Stanwood Pier,1910 **Linguistics and Language Behavior Abstracts** ,1991 **Positively Me** Nozibele Mayaba,Sue Nyathi,2024-05-08 My name is Nozibele Mayaba and I am HIV positive I am a devout Christian who did everything by the book worked hard got good marks found a steady job and helped to make life better for my family In our neighbourhood I was the girl other parents pointed to as a role model Until a few months before my diagnosis at age 22 I was a virgin Women like me don t get HIV But then I did It took me years to accept my new reality Speaking out freed meand completely changed my life Being HIV positive wasn t my first challenge and it won t be my last but it has been the hardest It also taught me an important lesson behind every statistic is a person with a name a family a story This is my story My name is Nozibele Mayaba I am HIV positive and I am still positively me An HIV positive diagnosis may no longer be a death

sentence but it still changes everything In this frank vulnerable memoir as told to acclaimed writer Sue Nyathi activist and TV host Nozibele Mayaba talks about finding purpose when you think your life has come to an end **American Lumberman** ,1928 The Publishers Weekly ,1926 The College Buzz Book Carolyn C. Wise,Stephanie Hauser,2007-03-26 Many guides claim to offer an insider view of top undergraduate programs but no publisher understands insider information like Vault and none of these guides provides the rich detail that Vault s new guide does Vault publishes the entire surveys of current students and alumni at more than 300 top undergraduate institutions Each 2 to 3 page entry is composed almost entirely of insider comments from students and alumni Through these narratives Vault provides applicants with detailed balanced perspectives Current Law Index ,1995 *Psychology, Pedagogy, and Assessment in Serious Games* Connolly, Thomas M.,Hainey, Thomas,Boyle, Elizabeth,Baxter, Gavin,Moreno-Ger, Pablo,2013-11-30 This book addresses issues the potential of games to support learning and change behaviour offering empirical evidence pertaining to the effectiveness of Serious Games in the key areas of psychology pedagogy and assessment **Journal of Education** ,1881

The Wiley Handbook of Adult Literacy Dolores Perin,2019-10-15 Examines the widespread phenomenon of poor literacy skills in adults across the globe This handbook presents a wide range of research on adults who have low literacy skills It looks at the cognitive affective and motivational factors underlying adult literacy adult literacy in different countries and the educational approaches being taken to help improve adults literacy skills It includes not only adults enrolled in adult literacy programs but postsecondary students with low literacy skills some of whom have reading disabilities The first section of The Wiley Handbook of Adult Literacy covers issues such as phonological abilities in adults who have not yet learned to read gender differences in the reading motivation of adults with low literacy skills literacy skills academic self efficacy and participation in prison education and more Chapters on adult literacy social change and sociocultural factors in South Asia and in Ghana literacy numeracy and self rated health among U S adults adult literacy programs in Southeastern Europe and Turkey and a review of family and workplace literacy programs are among the topics featured in the second section The last part examines how to teach reading and writing to adults with low skills adults transition from secondary to postsecondary education implications for policy research and practice in the adult education field educational technologies that support reading comprehension and more Looks at the cognitive processing challenges associated with low literacy in adults Features contributions from a global team of experts in the field Offers writing strategy instruction for low skilled postsecondary students The Wiley Handbook of Adult Literacy is an excellent book for academic researchers teacher educators professional developers program designers and graduate students It s also beneficial to curriculum developers adult basic education and developmental education instructors and program administrators as well as clinicians and counselors who provide services to adults with reading disabilities

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