

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.

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Princeton Review (Firm)



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Introduction to Discourse Studies Jan Renkema, Christoph Schubert, 2018-11-15 This new edition of Introduction to Discourse Studies IDS is a thoroughly revised and updated version of this successful textbook which has been published in four languages and has become a must read for anyone interested in the analysis of texts and discourses Supported by an international advisory board of 14 leading experts it deals with all main subdomains in discourse studies from pragmatics to cognitive linguistics from critical discourse analysis to stylistics and many more The book approaches major issues in this field from the Anglo American and European as well as the Asian traditions It provides an academic toolkit for future courses on discourse studies and serves as a stepping stone to the independent study of professional literature The chapters are subdivided in modular sections that can be studied separately The pedagogical objectives are further supported by over 500 index entries covering frequently used concepts that are accurately defined with examples throughout the text more than 150 test yourself questions all elaborately answered which are ideal for self study nearly 100 assignments that provide ample material for lecturers to focus on specific topics in their courses Jan Renkema is Emeritus Professor of Discourse Quality at the Department of Communication and Information Sciences at Tilburg University The Netherlands He is also editor of Discourse of Course 2009 and author of The Texture of Discourse 2009 In 2009 a Chinese edition of Introduction to Discourse Studies was published by Shanghai Foreign Language Education Press Christoph Schubert is Full Professor of English Linguistics at Vechta University Germany He is author of an Introduction to English text linguistics 2nd ed 2012 and co editor of Pragmatic Perspectives on Postcolonial Discourse 2016 and Variational Text Linguistics 2016 [Automated Essay Scoring](#) Mark D. Shermis, Jill C. Burstein, 2003-01-30 This new volume is the first to focus entirely on automated essay scoring and evaluation It is intended to provide a comprehensive overview of the evolution and state of the art of automated essay scoring and evaluation technology across several disciplines including education testing and measurement cognitive science computer science and computational linguistics The development of this technology has led to many questions and concerns Automated Essay Scoring attempts to address some of these questions including How can automated scoring and evaluation supplement classroom instruction How does the technology actually work Can it improve students writing How reliable is the technology How can these computing methods be used to develop evaluation tools What are the state of the art essay evaluation technologies and automated scoring systems Divided into four parts the first part reviews the teaching of writing and how computers can contribute to it Part II analyzes actual automated essay scorers including e rater™ Intellimetric and the Intelligent Essay Assessor The third part analyzes related psychometric issues and the final part reviews innovations in the field This book is ideal for researchers and advanced students interested in automated essay scoring from the fields of testing and measurement education cognitive science language and computational linguistics **Resources in Education** ,1997-07 [The Publishers Weekly](#) ,1926 [House documents](#) ,1891 [Report of the Commissioner of](#)

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The Top Books of the Year Possible Essays For Business Studies Grade 1 The year 2023 has witnessed a noteworthy surge in literary brilliance, with numerous captivating novels captivating the hearts of readers worldwide. Lets delve into the realm of top-selling books, exploring the fascinating narratives that have enthralled audiences this year. The Must-Read : Colleen Hoover's "It Ends with Us" This touching tale of love, loss, and resilience has captivated readers with its raw and emotional exploration of domestic abuse. Hoover expertly weaves a story of hope and healing, reminding us that even in the darkest of times, the human spirit can prevail. Possible Essays For Business Studies Grade 1 : Taylor Jenkins Reids "The Seven Husbands of Evelyn Hugo" This intriguing historical fiction novel unravels the life of Evelyn Hugo, a Hollywood icon who defies expectations and societal norms to pursue her dreams. Reids compelling storytelling and compelling characters transport readers to a bygone era, immersing them in a world of glamour, ambition, and self-discovery. Discover the Magic : Delia Owens "Where the Crawdads Sing" This captivating coming-of-age story follows Kya Clark, a young woman who grows up alone in the marshes of North Carolina. Owens spins a tale of resilience, survival, and the transformative power of nature, captivating readers with its evocative prose and mesmerizing setting. These bestselling novels represent just a fraction of the literary treasures that have emerged in 2023. Whether you seek tales of romance, adventure, or personal growth, the world of literature offers an abundance of captivating stories waiting to be discovered. The novel begins with Richard Pape, a bright but troubled young man, arriving at Hampden College. Richard is immediately drawn to the group of students who call themselves the Classics Club. The club is led by Henry Winter, a brilliant and charismatic young man. Henry is obsessed with Greek mythology and philosophy, and he quickly draws Richard into his world. The other members of the Classics Club are equally as fascinating. Bunny Corcoran is a wealthy and spoiled young man who is always looking for a good time. Charles Tavis is a quiet and reserved young man who is deeply in love with Henry. Camilla Macaulay is a beautiful and intelligent young woman who is drawn to the power and danger of the Classics Club. The students are all deeply in love with Morrow, and they are willing to do anything to please him. Morrow is a complex and mysterious figure, and he seems to be manipulating the students for his own purposes. As the students become more involved with Morrow, they begin to commit increasingly dangerous acts. The Secret History is a exceptional and gripping novel that will keep you speculating until the very end. The novel is a warning tale about the dangers of obsession and the power of evil.

https://crm.avenza.com/About/scholarship/Documents/Samsung_Galaxy_S11_Owners_Manual.pdf

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