

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

Geraldine Woods, Ron Woldoff



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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

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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 [Furniture Manufacturer and Artisan](#) , 1924

SAT For Dummies 2015 Quick Prep Geraldine Woods, Ron Woldoff, 2015-03-19 The fast and easy way to score higher on the SAT Does the thought of preparing for the SAT cause you to break out in a cold sweat Have no fear SAT For Dummies Quick Prep Edition gives you a competitive edge by fully preparing you for the SAT Written in a friendly and accessible style this hands on guide will help increase your chance of scoring higher on the redesigned SAT test being launched by the College Board in 2016 The SAT is administered annually to more than two million students at approximately 6 000 world wide test centers Nearly every college and university in America looks at a student's SAT exam score or SAT Subject Tests as a part of its admissions process Your SAT score is nothing to sniff at in addition to admissions many schools use these results for course placement With the help of this guide you'll maximize your chances of gaining entrance to the college of your dreams as well as a seat in the best classes So what are you waiting for Start practicing your way to a better SAT score today Includes coverage of SAT question types and formats Offers practice SAT tests with full answer explanations Helps pinpoint where you need more help Reflects the College Board's new and updated SAT exam for 2016 Whether you're preparing for the SAT for the first time or retaking the exam to improve your score SAT For Dummies Quick Prep Edition sets you up for success

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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 2017 edition 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 *Current Law Index* ,1993 **The Business School Buzz Book** Vault Editors,2006-02-07 In this new edition Vault publishes the entire surveys of current students and alumni at more than 100 top business schools Each 4 to 5 page entry is composed of insider comments from students and alumni as well as the school s responses to the comments **Research in Education** ,1974 The College Buzz Book ,2006-03-23 In this new edition Vault publishes the entire surveys of current students and alumni 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 *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 **Kaplan Scholarships 2002** Gail A. Schlachter,R. David Weber,2001 Listings worth more than 1 billion in free money for college The only guide on the market where every scholarship listed is worth at least 1 000 **The Harvard Graduates' Magazine** William Roscoe Thayer,William Richards Castle (Jr.),Arthur Stanwood Pier,1910 Horizons Ontario. Department of University Affairs,1972 **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

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