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## Factors

The external business environment consists of economic, political and legal, demographic, social, competitive, global, and technological sectors. Managers must understand how the environment is changing and the impact of those changes on the business. When economic activity is strong, unemployment rates are low, and income levels rise.

## Understanding the Business Environment - Introduction to ...

the business environment is that all

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Businesses operate in a changing and, in some ways, unique environment that is the source of both threats and opportunities. Business decisions are con-

## Contents

Definition: Business Environment means a collection of all individuals, entities and other factors, which may or may not be under the control of the organisation, but can affect its performance, profitability, growth and even survival. Every business organisation operates in a distinctive environment, as it cannot exist in isolation.



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What is Business Environment? definition, salient features ...

The literal definition of an organization's business environment includes a superset of both internal and external factors that influence the operations of a company on the ground in all the facilities it operates. Business environment is a very wide term including suppliers, wholesalers, retailers, vendors, employees, consultants, directors.

What is Business Environment? Internal & External Business ...

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The business firm consists of a set of internal factors and is confronted with a set of external factors (i.e., environment). This is the relation between a firm and its environment. The internal factors are regarded as controllable factors, as the firm has got control over these factors. The firm can alter or modify internal factors to its advantage.

## Business Firm and Its Environment

Business is affected by different factors which collectively form the business environment. These include economic, social,

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**Legal**, technological and political factors. Business environment is therefore, the total of all external forces, which affect the organization and the business operations (Kotler & Armstrong 2004).

## 5 Factors that Influence Business Environment

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of business responses to improving environmental performance.

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Definition of Business Environment is sum or collection of all internal and external factors such as employees, customers needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market trends, economic changes, etc.

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## Business Environment: Definition, Features, Importance, Types

The external business environment. External environment is sub divided into micro environment and macro environment. Micro environment: The players of micro environment do not affect all companies in the industry in the same way. Their decisions and actions often vary in accordance with the size, capability of strategies of each company.

## Influence of Business environment on the success of an ...

The business environment is full of

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**Bur**uncertainties but still some aspects of business and its fundamental principles can allow businesses to sustain within the competitive business environment (Burdekin and et.al., 2011). Here in current scenario the study of business environment from various perspectives has taken place.

## Business Environment- Essay Example

The business and environment, thus, have much to give and take from each other. The economy is structured by effective interaction of the business and its environment. The business-environment interaction is a continuous

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Baron process. It is like a biological organism that keeps environment and management responsive to each other.

## Relationship between Environment and Business

The business environment basically refers to all the all external forces which affect the business decisions. It mainly consists of social, economic, political and technological factors. All these factors which affect the business environment are beyond the control of business progress.

## Importance of Business Environment | PDF



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The forces which constitute the business

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environment are its suppliers, competitors, consumer groups, media, government, customers, economic conditions, market conditions, investors, technologies, trends, and multiple other institutions working externally of a business constitute its business environment. These forces influence the business even though they are outside the business boundaries.

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