



Marketing

MKTG 1310

3.1

Environment: Micro



Agenda

- Company
- Customers
- Partners
- Competitors



Company

- CEO's position and power
- Other executives on the management team
- Marketing and other departments
- Company mission and objectives
- Company's brands and their strength
- Core capabilities



Company

Sephora. The beauty brand uses technology to create a personalized experience with a comprehensive app, virtual try-on of makeup products and a strong online community for a seamless customer experience.

FedEx. The shipping company stays on top of new technology to empower its customers and provide quick and reliable deliveries.

Google. Google has the highest ACSI score of software companies, in part because employees understand all of the products and can assist customers wherever needed.



Customers

- Customer needs are constantly changing
- They directly impact an organization's sales, revenue, and overall success.
- Their preferences, demands, and behavior shape the products or services offered, pricing strategies, and marketing efforts of a company.

Customers

Facing this barrage of uncertain and chaotic external forces, people are rethinking who they are and what matters to them. In an Accenture survey of 25,000 global consumers, released in July 2022, 60% of them told us their priorities are changing based on global events. Nearly the same number say they've completely reassessed their life purpose and values in 2022, up from 50% in 2021.

Instead of treating customers merely as “buyers,” businesses need to recognize them as ever-changing multi-dimensional people who play many roles, each providing new opportunities for value creation.



Partners

- Marketing intermediaries
- Suppliers

Partners

- Example





Competitors

- Be proactive instead of reactive
- Know their strengths, weaknesses, opportunities, threats