QUESTION 2

The organization (web based organization) is impacted much by the marketing environment. The marketing envirnment is affected by three key elements which are the internal environment, macro environment and the micro environment. These are important because marketers build both internal and external relationships. Marketers aim to deliver value inorder to satisfy their customers, this is done by assessing and evaluating internal business and external which is subdivided into macro and micro.

The environmental forces that I would monitor as a web based company marketing manager are as follows;

**Technological Forces**

Starting from how a product is produced to how a final consumer uses it and every activity in an organization all these are affected by technological forces , including what products are developed, how marketing reaches consumers, and how sales are tracked and managed . The dynamics in technology also provide new and more effective ways to handle transportation and logistics for example take a look at web tech companies like amazon, jumia which advertises their products online and the customers do make orders of which the invention they introduced is to start making deliveries which increased market for the products due to the advancement.

**Market forces**

Market forces are those that affect the supply, demand, and price of products, and they come in many forms. The marketing manger commonly monitors and analyzes

1. Customer needs which are not yet met, because they can be opportunities for the organization to step in.
2. New competitors, especially nontraditional competitors from other industries.

**Economic Forces**

All kinds of economic events may impact a business, from an economic downtown to sequestration to the government deciding to invest in specific aspects. The marketing manager must continually monitor for such events so the organization isn’t blindsided by something that negatively affects its bottom line and doesn’t completely miss out on golden opportunities.

**Ecological forces**

Ecological or natural forces in the environment are important since they are about the natural resources which are needed as inputs by marketers of which are affected by their marketing activities , Also , environmental concerns have grown strongly in recent years , which makes the ecological force a crucial factor to consider, For instance , world, air and water pollution are headlines in every marketer should be aware of in a way that it is a must to keep track of trends in the ecology environment .

**Political/Legal**

Every organization is limited to the political environment . This involves laws, government agencies and pressure groups. These influence and restrict the government and individuals in the society, therefore , marketing decisions are strongly influences and affected by developments in the political environment .

Before entering a new market in a foreign country, the organization should know everything about the legal and political environment . How will the legislation affect the business? What rules does it need to obey? what laws may limit the company’s ability to be successful? For example laws covering issues such as environmental protection, products safety regulations, competition, pricing etc might require the firm to adapt certain aspects and strengths to the new market .