

1. Political/ legal environment.
2. **Economic environment** – This is the study of how human beings use resources to satisfy their multiple needs and wants. Resources are required to satisfy these needs and wants and can be grouped together into four categories namely natural resources.

**Social environment** - Since businesses exist and are operated in society, they are subject to a variety of social influences, such as the needs and preferences of different groups in the society according to nationality, religion, social status, language, habits and traditions. It also includes the population's education level, the teaching of values and a willingness to become engaged in wealth creation in the economy.

3. **Human resources management** – Deals with the function of providing a service to the other business functions by the provision, maintenance and development of employees.  
**Marketing management** – determines the needs and preferences of consumers and develops suitable products and/or services for the needs in the market.
4. Increased amount of salary.