

# Microenvironment in australia

[Environment](#), [Water](#)



First of all we would have to define microenvironment as those properties over which organizations have control or elements which they have that enables them gain information on their marketing operations. This is to say that, information gotten can be used to provide an improved customer service because the purpose of this study is to make profits through customer satisfaction. Manipulations are made in ways to achieve the objective of the organization.

In other words, we can say that microenvironment provides the force with which organizations act towards customer satisfaction; any change in any of these forces would lead to the re-studying of the marketplace.

Nevertheless, the issue behind this study is to check how it affects retailing in the food industry in Australia and it is one of the factors that are considered when it comes to food retailing.

## **HOW MICROENVIRONMENT IN AUSTRALIA AFFECTS FOOD RETAILING**

Food retailing in Australia is a fast growing one and it is no doubt that industries are seeking better way to meet up with customer satisfaction. This is the driving force behind the carrying out of consumer research.

Microenvironment in Australia has affected food retailing to a great state.

Competition: One of the effects is that it made the industry to be very competitive. Organizations are doing everything in their power to make sure that they stay in touch with their customers. As the competition increases, there are more advantages to the customers.

Consumer Voice: It has created room where customers could provide feedback on a particular product or company. This study, gives organization ideas on how to restructure their services towards customers.

Quality Output: Microenvironment in Australia has made organizations to increase the quality of output being rendered to consumers. Consumers are able to have access to quality products.

Provision of Threat Analysis: Microenvironment also provides organizations possible threats in the market place that would reduce their profit or rate at which consumers purchasing their products. One of those threats is threats that could come from products that consumers can comfortably use as a substitute to their products. Checking threats that could also come from rival organizations and threat. This study also enables the study of the bargaining power of both suppliers and consumers.

Mode of Distribution: Microenvironment has also provided a better form of distribution. Giving a better idea of the networks to be followed in order to make sure that products reach the final customer. The modes of distributive market place change from time to time but in a very slow way. Therefore the inability of organization to recognize these changing factors would affect their mode of distribution.

## **MACROENVIRONMENT IN AUSTRALIA**

Coming to macro environment, we would provide a definition so as to give us a better understanding of the topic. Another word that can be best used to define macro environment is environmental scanning and environmental scanning can be said to be the concept of a business management use by

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business organizations to gather in formations in other to have a better competitive advantage. There is a need for organizations to gather information from environmental scanning by hanging the plans and strategies for the aim of gaining advantage.

Scanning can be carried out in different modes and reason. There could be a requirement for market study due to arising emergency cases. Studies could also be done on a regular base, perhaps once a year and also on a continuous basis. The results gotten from this studies allow the organization to act quickly, be the first to take action before their competitors recognize an opportunity and also respond to any environmental threats.

Macro environment also has to do with wider studies of factors of organization and how it affects their day-to-day operation. These factors are:

The political and legal environment: For some food retailing, political and legal concerns are put in mind by companies. Political issues and legal issues arising in Australia affect the mode of food retailing. The policies made by the government on imports on raw materials also affect the price of some food products.

The economic environment: the issues behind economic factors are of great concerns to firm because it states the price of food products. When the economic status of a community is low, it reduces the purchasing power. That is why the economic factors is likely related and dependent on political and legal factors.

The socio-cultural environment: This is a very dynamic part of study in macro environment because it has to do with changing properties of a consumer. These changes can be taste, priorities and purchasing behavior. Knowing the particular type of products need by customers on a social period and needs according to beliefs and cultural practices.

The technological environment: Technological factor put into the products determines the mode of retail. These areas could be technology for production and logistics. The affects food retailing.

### **RELATION BETWEEN AND FOOD RETAILING**

First of all we would have to look into organizational marketing. There to main types of marketing and there are known as:

Strategic marketing: This is the attempts made by organization on how the level of competition in the market place. this is with the aims at generating a competitive advantage relative to its competitors.

Operational marketing: This is the strategy that deals with the satisfaction of customers and increasing the value gotten from them, as well as to satisfy the customer with prompt services and meeting the customer expectations. It is in the area that we hve to talk about the 4Ps.

4Ps in the world of marketing is stands for:

Product: This is the area of marketing that deals with the type of products and how it relates and benefits the intending consumers, checking if it meets up with their expectation and satisfaction. This area carries properties like guaranties and warranties and after sales support.

The area of products says a lot on food retailing because it states the particular kind of products that would be provided for the consumers. It states the products that are higher in demand and aids organizations produce these substitute products with better properties in order to compete with organizations that are also in the same market place.

**Price:** This is where we talk about setting a price for the product and also not forgetting about discounts. This usually comes classified in monetary forms and any other modes that can be used in exchanging goods and services.

Pricing a product is also another factor that goes with food retailing. This tells the price that is both comfortable for both the company and the consumer to purchase and own the products.

**Promotion:** These are the steps taken to promote products, brand or company. Possible ways could be through advertising of the product, sales promotion, and creating publicity on the product, brand or company, personal selling or branding.

Promotion increases the awareness of products to consumers. It makes them to understand the type of products and its contents and qualities. It also creates the awareness of its availability and products location. So I believe that this part of the 4Ps has a lot to do with food retailing.

**Placement:** This area determines how a product gets to the final consumers. In other words, we are talking about distribution, place the product where it could be of a better reach to the customer and a place where it would bring about revenue to the organization.

Placement does a lot to food retailing by stating various factors that leads to the success of the products sale. It dictates the level of penetration in the market, stating how many stores that have the products in them. It also gives types of outlets and channels to use. It gives an idea on the level of competition in the marketplace and also aids the geographical factors.

These 4Ps have a lot to do when it comes to food retailing. This is because there alter the rate and mode in which food retailing takes.

## **CONCLUSION**

In conclusion of this whole issue, there is a great level of competition in the food industry marketplace and companies are applying effort to gain a competitive advantages over other competitors. Ways, which are used, are studies carried out through microenvironment and macro environment. These studies gives them better ideas on how to stay in contact with their customers and increase the rate of purchase from them.

Microenvironment, deals with the issue of consumer studies and development of better ways to increase the rate of service and satisfaction rendered to them in the food industry. Macro environment deals with wider studies on higher factors that affect food retailing. Such factors are the political and legal environment, the economic environment, the socio-cultural environment and, the technological environment. The study of these factors and environment contributes to the direction which food retailing follows.

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