

# Marketing environment assignment

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A brand is a promise to deliver to consumers specific benefits associated with products or services. Marketing influences you as a consumer through your current and future career choices, and through the economy. Marketing extends to a variety of tangible and intangible items; they are products, services, people, places, causes, events and ideas. Marketing concept is an organizational philosophy dedicated to understanding and fulfilling consumer needs through the creation of value.

Marketing concept mainly focus on customers relationship. Customer relationship created when businesses and consumers interact through a sales transaction of a product or service. It will refer to customer relationship management (CRM). Marketing functions are activities performed within organizations that create value for specific products or services. In terms of understanding all these theory, we started Butterfly Travel Agency Sad. Bad to gain experience and knowledge in marketing as practically.

Marketing Environment Marketing environment is a set of forces, some controllable and some uncontrollable, that influence the ability of a business to create value and attract and serve customers. Many factors influence value creation and the nature of customer relationships, including factors that are external to the business. Internal marketing is the implementation of marketing practices within an organization to communicate organizational policies to employees ND internal stakeholders. Internal marketing efforts are the business's resources, including human and financial capital.

Porter analysis can assist a business with understanding the potential for new product development the attractiveness of a particular market segment

or the potential to reduce costs of supply or distribution among many applications. Macro environment The macro environment includes societal forces that are essentially uncontrollable and influence the micromanagement of a business. The macro environment contains the following variety of sub-environments are economic, social and cultural, competitive, legal, political and technological.