

Macro and micro environment of clarks shoe company

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Macro and Micro Environment of Clarks Shoe Company The Clarks Shoe Company began in 1825 as an inspirational idea from the heart and till present day they create shoes with the same fervor and passion. The company grew immensely in the 1900s keeping up with the world with new and increased women clientele. By the end of the 40s the company saw an enormous growth with innovative styles such as the Desert Boot (clarks. co 2012). From 1990 till today the major worldwide changes forced the company to make big decisions. They had to expand across the continent and manufacturing only in the UK was not proving profitable. Thus they moved the entire production overseas meanwhile maintain their high standards. Clarks Shoe Company maintained their marketing strategies according to the latest world trends. Their marketing campaigns such as ' Act your shoe size, not your age' and ' Enjoy Every Step' has upheld the glory of this company (clarks. co 2012). The company adjusted their strategies and made their important decisions keeping in view its micro and macro environment.

The micro environment of a company is the ' internal factors' that affect a company's ability to serve their customers. These factors are the company's departments such as finance, marketing, research and development, accounting and purchasing operations. Others include the suppliers, the marketing intermediaries, competitors, publics and the customer markets. On the other hand the macro environment of a company is the ' outside factors' that include the economy, demographics, technology, culture, politics and natural forces. In this essay I will highlight the micro and macro environment of the Clarks Shoe company and how to gain online sales of our

shoes. In order to emerge as a successful company, produce a high quality of product, deliver it to the client and receive a positive response from them, every department needs to work together a team. If we want to gain more customers who buy our shoes online we need to start with the marketing department who has to do effective marketing that can attract online customers. Right now our sales of Clarks Shoes are going very well and the company can put in the finance required for increased marketing. The company needs to keep up with the computer and internet age as it did in the nineties. Nowadays as time becomes a rarity, more and more people are opting for online shopping. According to the latest research the online retail industry will amount to over 270 billion dollars in 2015 (Wauter, 2011). In 2012 more than 242 million Chinese people shopped online (news. xinhuanet 2013). A web store with an appealing interface and easy navigation along with complication free payment methods is what this company should look for in order to get more online clients.

The macro environment for gaining more online sales is quite favorable at the moment. People are very much familiar with the whole online shopping concept and many prefer this way. Therefore the most effective plan to achieve this goal is to use the social media websites such as Facebook and Twitter to market the website. Facebook now has over 1 billion users' worldwide (Vance, 2012) whereas Twitter also reached a billion users in 2012 (business. twitter 2012). So this medium will be highly useful in marketing the Clarks online shopping website. Clarks Shoe Company has an excellent yet simple online shopping facility. You can browse the website according to the department you want or shoes from a specific category. You can also

look for shoes of a particular style that you are looking for. Simply add whatever you desire in 'My Basket' and after payment you will get your perfect pair of shoes at your doorstep (clarks.co 2012).

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