

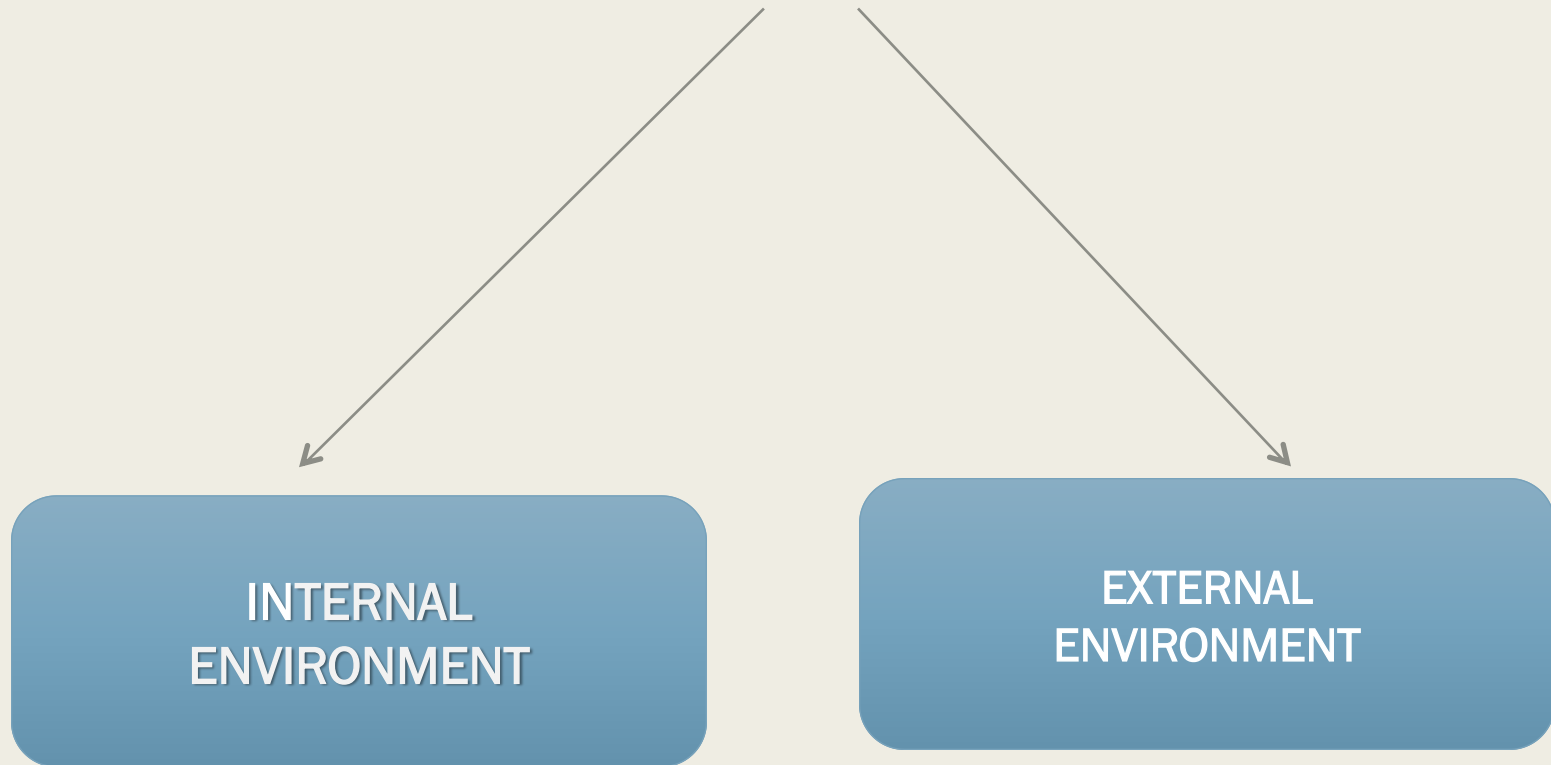
STRATEGIC MANAGEMENT LECTURE SERIES

TYPES OF ENVIRONMENT

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ENVIRONMENT

There are two types of Environment for an organisation.



INTERNAL ENVIRONMENT

Internal environment of an organization with the management of resources like human resources, physical resources, technology resources, monetary resources ,etc.

Main Components of Internal Environment are:

1.Owner / shareholder

2.Management structure

3.Mission objective

4.Human resources

5.Technical capacity

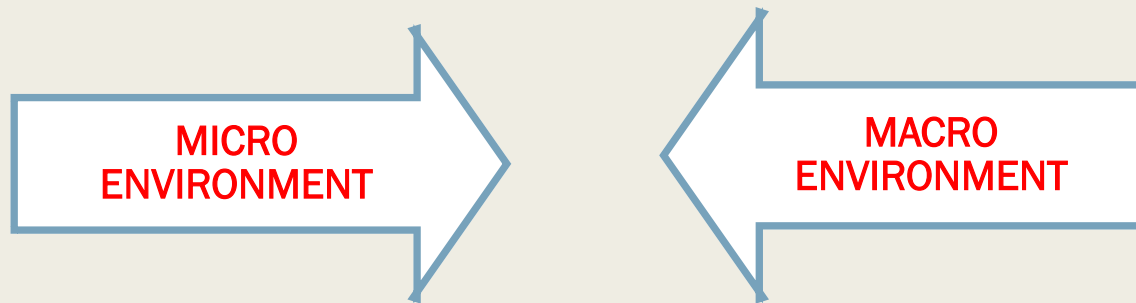
6.Marketing capacity

7.Brand / goodwill

EXTERNAL ENVIRONMENT

All Outside factors that may affect an organization make up external environment

Main Components of External Environment are:



MICRO ENVIRONMENT

DIRECT RELATED

1. Financiers
2. Suppliers
3. Marketing intermediaries
4. Competitors
5. Customers
6. Public

MICRO ENVIRONMENT

INDIRECT RELATED

1. Natural environment
2. Economic environment
3. Political environment
4. social environment
5. Technology environment

Thank You