

University of OEB

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Department of Economic Science.

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Unit one : businesses Environment :

1- Introduction :

The business invirement refers to all external and internal factors that influence a company's decisions, performance, and strategies.

A business does not operate in isolation, it is surrounded by various forces such as the economy , society, law , and technology.

2- Definition :

Business invirement is the collecting of all conditions, events, and influences that surround and affect a business organisation.

3- Types of business Invirement :

a-internal : these are factors inside the company that business can control.

Ex : employees and management, company culture , capital

(money) , production methods.

b-external : this are factors out side the company that the business can not directly control there are two :

1- Macro invirement : larger forces affecting all businesses

- Political : government policies, taxes, laws .
- Economic : inflation, unemployment .
- Social : culture, traditions .
- Technological : new invention, automation, Internet.
- Legal : labor laws, customer rights .
- Environmental : climate change .

2-Micro invirement : factors close to the company .

- Customers
- Suppliers
- Competition

- Distributors

4- Importance of businesses Environment :

- Helps in identifying opportunities and threats .
- Guides in marking strategies .
- Ensures adaptation to change .
- Improves descicion making.
- Build better relationship with stake holders .

5-Examples of businesses Environment :

- A company changing its packaging to eco-friendly materials because of environmental laws .
- A business introducing online shopping due to technology growth.
- price of goods rising because of Economics inflation.

6- conclusion :

The business environment is dynamic always changing. Business that understand and adapt to their environment are more likely to succeed.