MACRO ENVIRONMENT

Abstract / Definition
The macro environment encompasses a number of variables that are beyond the control of an organization, but which nonetheless require analysis in order to realign corporate and marketing strategy to shifting business environments. The major forces in the macro environment are viewed to be political, economic, social, technological, legal, ecological, demographical, ethical and regulatory. The objective of macro environment analysis is to help organizations recognize major developments and future implications. The structure of the analytical tools employed to view the macro environment implies that organizations are reactive to their environment. Some organizations may be instrumental in shaping their environment and act as game changers. An organization’s environmental analysis can be biased in terms of the level of focus given to different factors of the macro environment and in their interpretation of them.

Keywords
Macro environment, marketing environment, PEST, PESTLE, SWOT

Link to publication