

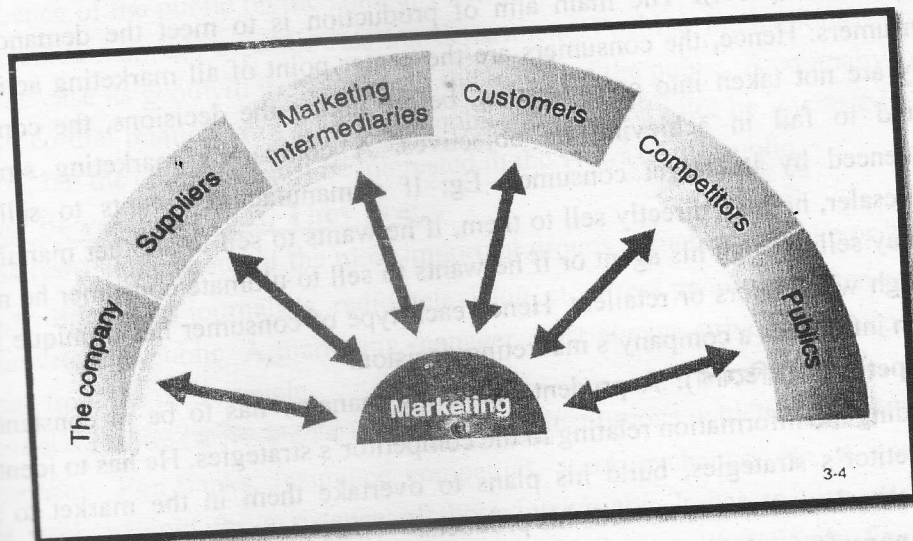
2.06 Micro Environmental Factors / Elements of Micro Environment
 ব্যাষ্টিক পরিবেশের উপাদানসমূহ/ ব্যাষ্টিক পরিবেশের ওপর প্রভাববিস্তারকারী উপাদানসমূহ

The micro environment of the organisation consists of those elements which are controllable by the management.

Normally the micro environment does not affect all the companies in an industry in the same way, because the size, capacity, capability and strategies are different. For example, the raw material suppliers are giving more concessions to large sized companies. However, they may not give the same concessions to small companies.

According to Philip Kotler and Gary Armstrong, "The micro environment consists of the factors close to the company that affect its ability to serve its customers."

A Company's marketing system is influenced by its capabilities regarding production, financial & other factors. Hence, the marketing management/manager must take into consideration these departments before finalizing marketing decisions. Following figure shows the elements of micro environment:



The micro environmental factors are discussed below:

The Company (কোম্পানি): All departments within an organization have the potential to positively or negatively impact customer satisfaction. As a result, a marketing department works closely with the finance, purchasing, research and development, and manufacturing departments, among others, to identify ways that each department can contribute to the provision of exceptional customer value, which leads to superior customer satisfaction.