

สภาพแวดล้อมที่มีอิทธิพลต่อการบริหารการขาย

Environment factors impact success in sales management

External and internal (organizational) environmental factors influence sales managers in four basic ways.

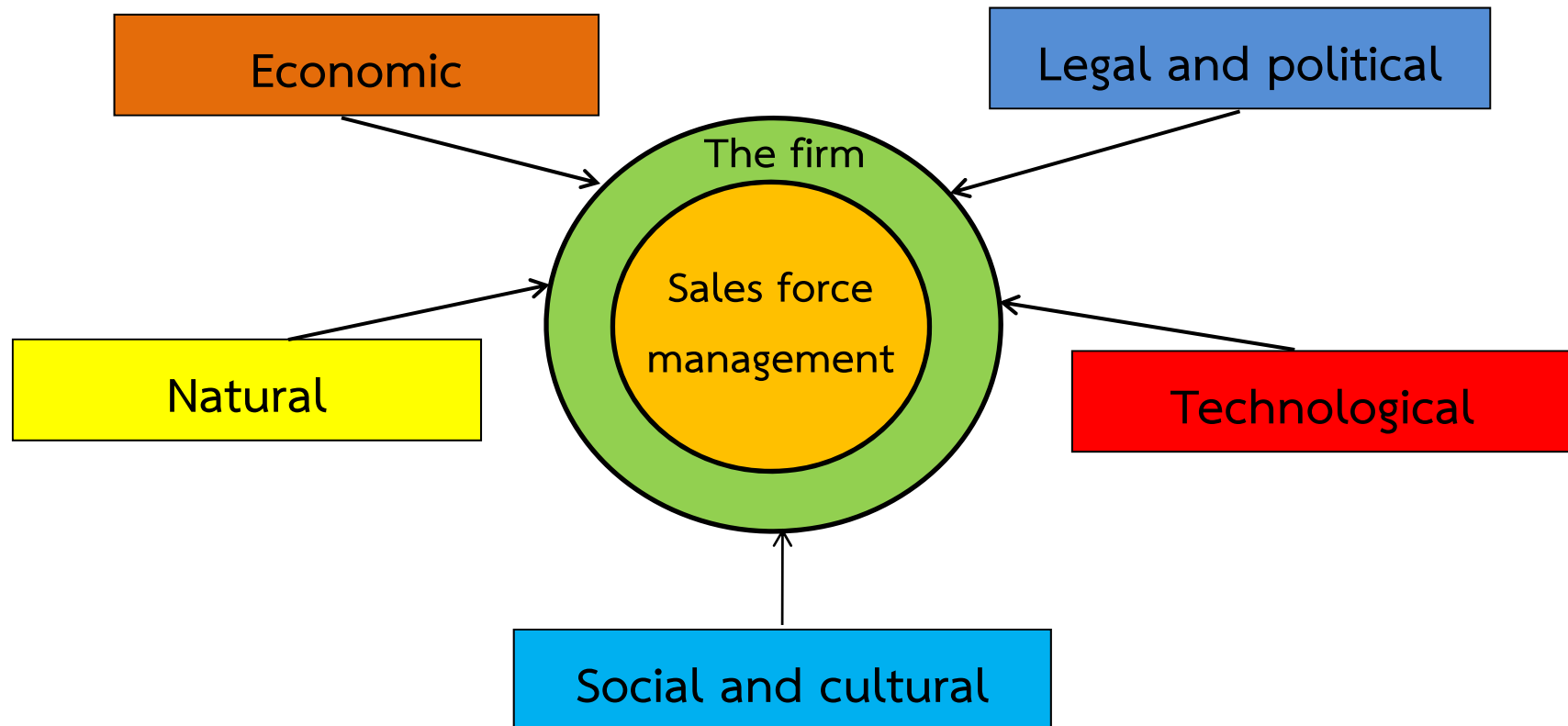
1. Environmental forces can constrain the organization's ability to pursue certain marketing strategies or activities.
2. Environmental variables, and changes in those variables over time, help determine the ultimate success or failure of marketing strategies.

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3. Changes in the environment can create new marketing opportunities for an organization.

4. Environmental variables are affected and changed by marketing activities.

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Economic

1. GDP
2. Disposable income
3. Competition
4. Distribution channels

Natural

1. Resource availability
2. Environment impact

Social and cultural

1. Changing population demographics
2. Cultural diversity
3. Ethical values

Technological

1. New product technologies
2. Changing information
3. Communication technology

Legal and political

1. Antitrust laws
2. Consumer protection laws

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