

CH 5 : Strategic Planning & Marketing Insights

❖ The macro-environment:

- The macro-environment refers to all external factors that affect a company's business operations.
- Although uncontrollable, it is of utmost importance for a company to analyze and get familiar with these factors in order to proact and react appropriately.
- The six dimensions of the macro-environment are addressed through the **PESTLE** analysis model. Beyond universal variables, specific variables need to be examined in fashion-oriented industries.
 1. **Political:** Governments' political stance and orientation towards economic, sociocultural, technological, legal and environmental matters.
 2. **Economic:** Consumer purchasing power, Interest rates, Currency fluctuations, Raw materials cost , Labor cost , Tax rates.
 3. **Sociocultural:** Demographic data(distribution of age, gender, ethnicities, income, education, occupations, etc), Ethical & sustainable consumption, Diversity and Inclusion, Core beliefs and values
 4. **Technological:** Manufacturing technologies, Integration level of artificial intelligence, Integration level of extensive reality (AR, VR, MR), Integration level of online banking & e-commerce
 5. **Legal:** Intellectual property rights, Consumer protection regulations, Environmental regulations, Labor laws, Data privacy and security
 6. **Environmental:** Climate, Raw material availability, Sustainable conduct.

❖ The micro-environment:

- The microenvironment involves all actors surrounding the company and affecting its ability to serve its customers. This embraces the company's internal stakeholders and external influential players.
 - **Internal Stakeholders (Company):** This refers to the company itself, including its employees, management, resources, culture, and overall structure. How efficiently the company operates internally will influence how well it interacts with external factors.
 - **External Influential Players:** Suppliers, marketing Intermediaries, competitors, publics(the media, local communities, government agencies, activist groups, or even potential investors) , and customers.

❖ Swot analysis:

- **Strengths** are internal factors that give a brand an advantage. These include:
 - Strong brand image
 - Good relationships with PR companies
 - High quality of production
 - Exclusive products
 - Unique designs
 - High levels of craftsmanship
 - Collection variety/brand portfolio
 - Speed in manufacturing
 - Physical stores
 - Customer service
- **Weaknesses** are internal factors that put a brand at a disadvantage. These include:
 - Dependence on physical shops/ limited online presence
 - Inability to expand to other markets
 - Lack of control over production or too much dependence on third-party suppliers
 - Weak relationships with customers
 - Low quality

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**John B. Simeone, Alfred de Grazia, Carl
E. Martinson**



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