

# **THE BUSINESS ENVIRONMENT**

**Michele Scheuerman**

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Definition of Business Environment is sum or collection of all internal and external factors such as employees, customers needs and expectations, supply and demand, management, clients, suppliers, owners, activities by government, innovation in technology, social trends, market.

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### **What Are Internal & External Environmental Factors That Affect Business - Mageplaza**

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## **Business Environments - Business Environments**

The business environment is a marketing term and refers to factors and forces that affect a firm's ability to build and maintain successful customer relationships.

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The five elements of the business environment can be described using the PESTLE analysis, which consists of five elements: political, economic, social, legal.

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He's also run a couple of small businesses of his. The company has to determine how its practices and location will affect the surrounding environment and take mitigating measures to ensure the environment is preserved.

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Regulatoryreformsconcerningdataprotectionandtheprocessingofperson you can find those key factors by analyzing the business environment using the following categories:.