***Difference Between Macro and Macro Environmental Factors Affecting Businesses***

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Course Number: Name

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Due Date

**The Differences Between Micro and Macro Environmental Factors Affecting Businesses.**

Every business organization is associated with a business environment, within which no organization or entity can operate in isolation because there are many factors that closely or distantly surround the business, which is known as a business environment (Surbhi S,2020). It is classified into two categories; microenvironment and macroenvironment. The micro environment has a direct impact on activities, the macro environment is a general environment that influences all business groups at large. (Key differences, Surbhi S, 2020). In another blog, it defines the microenvironment as immediate factors affecting a business, (customers, suppliers’ competitors, employees, and stakeholders.) whereas the macro environment is external factors/forces shaping the industry, (economy, technology, social trends, legal/political.), (Shiksha online, Chanchal Aggarwal,2023). let’s understand the significant differences between Micro environment and Macro environment, as the topic wants us to explore.

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From (Surbhi. S Works 2020);

1. Microenvironment is an environment that is in immediate contact with the firm. Whereas the macro environment is not specific to a particular firm but can influence the working of all businesses.
2. The factors of the microenvironment affect particular businesses only, but the macro-environment factors affect all business entities.
3. Micro environmental factors are controlled by the business but to some extent only. However, the microeconomic variables are uncontrollable.
4. Micro environment elements affect directly the and regularly to the firm which is the opposite of the case of the macroenvironment.
5. Micro environment is described as cosmic analysis. Conversely, Pestle analysis is a study of the macro environment.
6. Micro environment requires regular monitoring to stay updated on customer preferences, competitor strategies, and supplier preferences. While macro environment requires periodic access to economic trends, regulatory developments, or technological advancements. (Shiksha Online, Chanchal Aggarwal,2023)

**Conclusion.**

Micro and macro environments are part of the external environment, it is easy to adapt micro environment because it involves specific and immediate factors. Most businesses tend to make changes or even adjustments, within their control to respond to micro environment. However, adapting macro environment can be more challenging as it involves broader and often unpredictable external factors. The businesses have to carefully monitor and analyze these influences to make strategic decisions. (Shiksha online, Chanchal Aggarwal, 2023). Surbhi. S (2020) Key differences blog states “micro environment and macro environment both cover overall environment of business. So, they are more complementary than contradictory. The study of these environments will help one know the strengths, weaknesses, opportunities, and threats of businesses.

**References.**

 [https://www.shiksha.com/online-courses/articles/difference-between-micro-environment-and-macro-environment/](%20https%3A//www.shiksha.com/online-courses/articles/difference-between-micro-environment-and-macro-environment/)

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