**The Distinction Between Micro and Macro Environments Affecting Businesses**

**Authors Name**

**University and Department Name**

**Course Number and Name**

**Instructor’s Name**

**Due Date**

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Running through different sites for this research, I have defined the two factors that affect the business environment. The business environment can therefore be explained or referred to as the factors affecting a firm's ability to build or maintain successful customer relationships. But without dwelling on the topic, the factors are subdivided into two categories, which are the micro and macro environments. With that, we can now define these two environments. As posted by the Investopedia team, on September 3, 2021, by Khadija Khartit the microenvironment is a factor that impacts a company’s routine or ability to do business. These factors are specific to a company and influence the operations and management's ability to meet the goals of the business. The factors associated with this are the company’s suppliers, reseller customers, and competition. Whereas the macroenvironment is a set of conditions existing in an economy, rather than in a particular sector or region. It is linked to business cycles, e.g., inflation, employment, trends in gross domestic product (GDP), spending, and monetary or fiscal policy. With these factors, they can’t control the macroenvironment. On a different platform, it defines microenvironment as specific to a business or the immediate location sector in which it operates. Whereas the macroenvironment is made up of broader factors that can easily affect a business environment, e.g., demographic, ecological, political, economic, socio-cultural, and technological. (studious guy, January 2013)

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1. The microenvironment is the internal or nearby environment of a company in which it operates, while the macroenvironment is the external or general environment of the company that can have an impact on the workings of the whole business of the company.
2. The microenvironment is less complex and more specific, generally a specific industry. Whereas the macroenvironment is more complex and general, it is more regional, national, or global.
3. The microenvironment has a direct and regular impact on marketing decisions and also remains independent, while the macroenvironment creates an indirect impact on marketing decisions up to a great extent.
4. The microenvironment is controllable facto by marketers whereas the macroenvironment is uncontrollable by factors that are beyond the control of marketers.
5. Micro-environment factors may function in the form of strengths and weaknesses in an organization, while macro-environment factors may function in the form of opportunities and threats to external factors. (Studious Guy, January 2013)

**Conclusion**

These two play a role in an organization's growth success and existence. They are complementary with studying the factors an organization can prepare a market strategy by doing a SWOT analysis (strengths, weakness, opportunities, and threats) (Studious Guy, January 2013).

**References**

(Studious Guy, January 2013)

https://studiousguy.com/difference-between-micro-and-macro-environmentThank you for your business! We look forward to working with you again.

(the Investopedia team, September 03, 2021, by Khadija Khartit) https://www.investopedia.com/terms/m/macro-environment.asp