Ambiente de negocios

economía
diseñado por Christina Schrage
para la Municipalidad de Belén
Heredia 2002

mercado

Producto(s)  Precio
Promoción  Distribución

natural

político jurídico

tecnología

competencia

socio-cultural
Environmental Scanning

- Gathering insight to what is happening in a market(s).
- Analysis is made of the situation.
- Utilize the information to gain a competitive edge.
Competition can come from
- Brand
- Product type
- Substitute products
- In general
- Customer budget
Competitive Structures

Monopoly
- One strong company controls market

Oligopoly
- Only a few competitors
  - Boeing - Embraer - Airbus

Monopolistic Competition
- Many competitors requiring differentiation - restaurants

Pure Competition
- Generally commodities
  - Sugar - soybeans - oil
Economic System Structures

Resource Allocation

<table>
<thead>
<tr>
<th>Resource Ownership</th>
<th>Market</th>
<th>Command</th>
</tr>
</thead>
<tbody>
<tr>
<td>Private</td>
<td>Market Capitalism</td>
<td>Centrally Planned Capitalism</td>
</tr>
<tr>
<td>State</td>
<td>Market Socialism</td>
<td>Centrally Planned Socialism</td>
</tr>
</tbody>
</table>
CICLO DE LA ECONOMÍA

- Recesión
- Depresión
- Recuperación
- Prosperidad
Purchasing Power

Income
Disposable Income
Discretionary Income
Willingness to spend
PPP- Purchasing Power Parity

http://www.economist.com/markets/bigmac/
Accumulation of past income, natural resources, and financial resources
- Old Rich
- New Rich

Globally wealth is increasing
Political - Legal - Regulatory

- Type of Political System
  - Democracy
  - Dictatorship
  - Tribal
  - Theocratic
Regulatory Agencies

- National
- State
- Local
Legislation

- Consumer Protection
- Intellectual Property
- Zoning
- OSHA
Self-regulation

- Better Business Bureau
- Trade Organizations
Technological

- Use of tools
- Infrastructure capabilities
Demographics
- Age
- Income
- Race
- Religion
- Education
What is Culture?

A system of values and norms shared among a group of people and, when taken together, constitute a design for living.
Abstract ideas about what a group believes to be good, right, and desirable.

- The bedrock of culture.
- Have emotional significance.
  - Freedom.

Change over time
Social rules and guidelines that prescribe appropriate behavior in particular situations.

FOLKWAYS
Routine conventions of everyday life

MORES
Central to the functioning of a society
Values and Norms
The world in which you were born is just one model of reality.

OTHER CULTURES ARE NOT FAILED ATTEMPTS AT BEING YOU; they are unique manifestations of the human spirit.

WADE DAVIS