The background features abstract, overlapping geometric shapes in various shades of blue, ranging from light sky blue to deep navy blue. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered on a white background that is partially framed by these blue shapes.

Chapter 2

Marketing Situation Analysis

Contents

- Analysis of the Marketing Environment
- Analysis of the External Business Environment
- Analysis of the Internal Business Environment
- Marketing Situation Analysis
- SWOT Analysis
- Analysis Using the STP Step
- Market Potential Analysis
- Competitive Situation Analysis

Analysis of the Marketing Environment

The marketing environment refers to various factors that influence or affect marketing operations and other aspects of business operations, particularly marketing planning, identifying marketing opportunities, defining market boundaries, and making marketing decisions.

Importance of the Marketing Environment

1. Enables analysis of opportunities, threats, and forecasting of impacts on the business.
2. Provides information to support decision-making and to formulate marketing plans appropriate to the situation.
3. Allows timely monitoring of changes in various situations.
4. Enables adjustment of the internal environment to achieve maximum efficiency.
5. Helps identify new markets, allowing continuous market expansion.

Analysis of the External Business Environment

Divided into

1. Macro-Environmental Analysis

This involves examining the broad environment that affects people's lives and the operations of organizations within the same environment.

1.1 Demographic such as gender, age, place of residence, education, income, and lifestyle

1.2 Economic such as gross domestic product, inflation rate, exchange rate, trade balance, and interest rate

1.3 Physical Environment or Natural Resources including natural factors and climate change

1.4 Technology

1.5 Political and Law

1.6 Social and Culture

2. Microenvironment

2.1 Suppliers

2.2 Marketing Intermediaries (Middlemen)

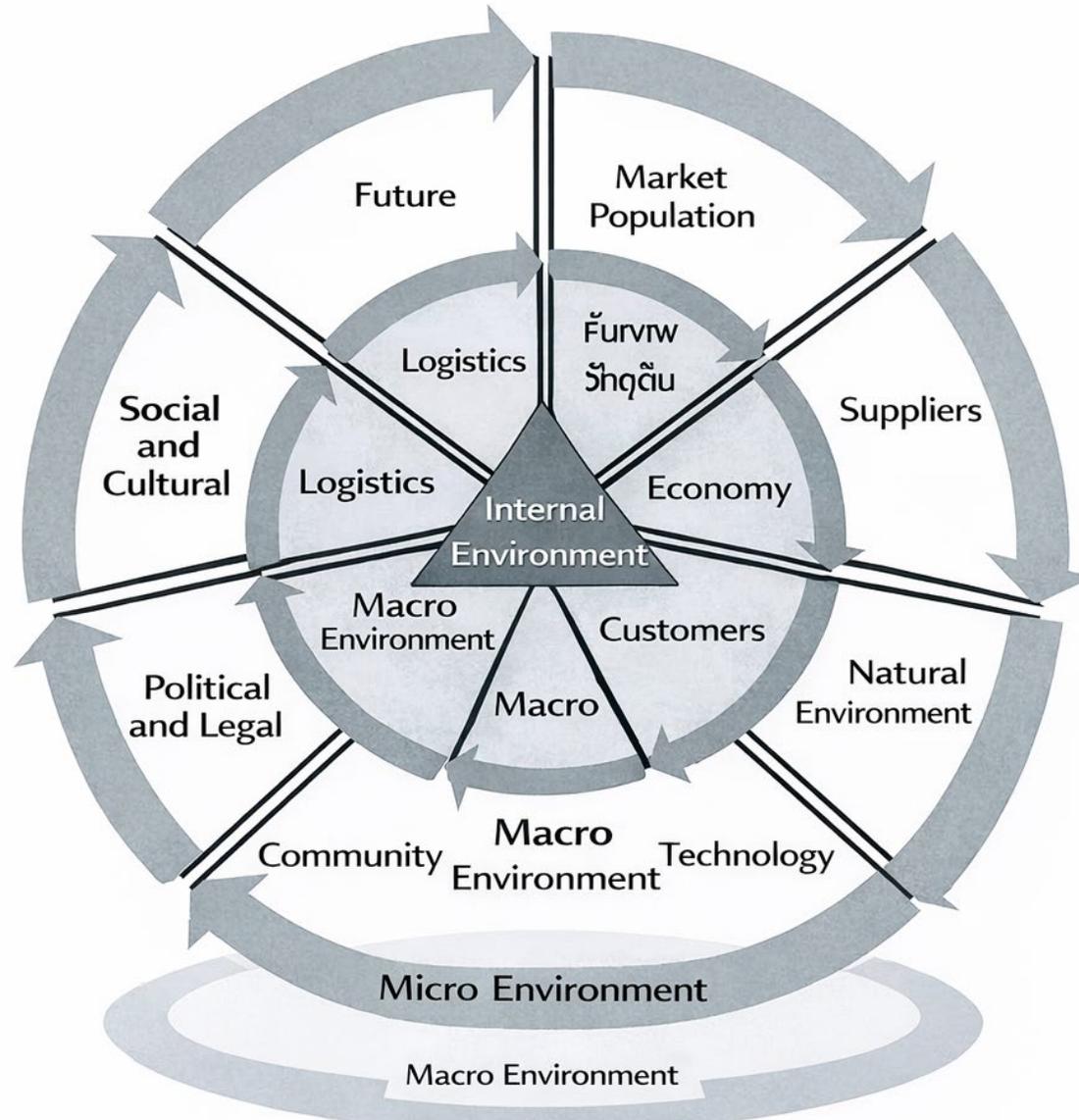
2.3 Customers or Target Market

2.4 Competitors

2.5 Public

2.6 Logistics Service Providers (Logistics) Transportation costs are expenses that have a significant impact on total costs and consist of various cost components.

2.7 Marketing Agency



► Figure 2.1 Marketing Environment

Analysis of the Internal Business Environment

- ▶ **Internal environment (Inner-environment)** refers to various factors related within the organization, including the capabilities of personnel and departments, management style, administrators, policies, financial stability, as well as shareholders. Consideration must be given to the efficiency of personnel performance and the relationships among individuals and departments, reflecting cooperation in working toward common organizational goals.

It consists of key variables as follows:

Marketing Mix refers to the elements used in marketing operations, known as the **4Ps**, consisting of

1.2 **Product** refers to goods or services produced or provided by the business to respond to the needs of the target market.

1.2 Price refers to information about goods or services produced or provided by the business to meet needs. The value of goods or services must be consistent with the utility or benefits that consumers receive.

1.3 Place (Distribution Channel) refers to activities that enable goods or services to be transferred from producers to consumers in an accurate and appropriate manner.

1.4 Sales Promotion refers to various forms of activities that transform marketing incentives into tools to stimulate consumer demand or target groups, enabling faster purchasing of goods or services.

2. Business Policy (Policy) refers to variables that businesses can adjust according to suitability with situations, such as competition policy and marketing promotion policy.

3. Financial Status (Financial) financial planning is an important internal factor that businesses can adjust to align with external factors, both in terms of investment and operations.

4. Management refers to factors related to the effective utilization of organizational resources, including human resources, capital, materials, equipment, and operational processes.

Marketing Situation Analysis

Marketing environment analysis refers to the study of environmental factors that influence marketing operations and various marketing components in order to identify marketing opportunities that organizations can utilize in their operations.

1. Analysis of marketing opportunities using SWOT Analysis refers to the consideration of strengths and weaknesses of the company's internal environment, as well as opportunities and threats from the external environment, by comparing with competitors, as follows:

1.1 Strengths Analysis refers to the analysis of a business's advantages over competitors, such as having a wider variety of products, lower prices, and distribution channels that can reach the market more extensively.

1.2 Weaknesses Analysis refers to the analysis of problems or disadvantages of a business that result in weaknesses where competitors may gain an advantage, such as a short product life cycle, inability to produce in large quantities, high prices, limited distribution channels, and low sales promotion.

1.3 Opportunities Analysis refers to advantages for a business arising from the external environment that the business can create opportunities for itself, enabling it to have greater potential than competitors.

1.4 Threats Analysis refers to problems arising from the external environment that the business cannot control, such as changes in market preferences and competitors developing innovations in production.

2. Analysis Using the STP Step

After conducting a marketing situation analysis using SWOT Analysis, the next step in marketing planning is to apply the STP step, which consists of the following:

2.1 Market Segmentation (Segmentation)

Refers to dividing the market into segments that the business is interested in targeting to respond to customer needs.

2.2 Target Market Selection (Targeting)

After segmenting the market, this involves studying the characteristics, needs, and behaviors of consumers in the target group in order to determine the product characteristics to be offered that are different from existing products in the market.

2.3 Product Positioning (Product Positioning)

Refers to present

Market Potential Analysis

Market potential analysis is an analysis conducted to identify markets of an appropriate size that match the business's potential in responding to customer needs most effectively.

In analyzing market potential, it is necessary to use various data related to both the past and the present. Data for market potential analysis can be obtained from secondary data sources, including:

1. Internal Sources

These include internal personnel of the organization, such as sales staff who directly contact customers, after-sales service staff, and relevant departments such as the sales department that compiles sales data, sales reports, or operational reports.

2. External Sources

These include other organizations, such as government agencies or state enterprises that collect various data, newspapers, the internet, or businesses that sell specific data.

Competitive Situation Analysis

Competitive situation analysis refers to analyzing the competitive environment in order to design strategies that are more effective than those of competitors.

1. Who are the competitors Competitors include direct competitors, which offer the same type of products in the same form but under different brands, and indirect competitors, which offer similar or substitute products.

2. Competitors' strategies It is necessary to monitor competitors' strategies in order to adjust the firm's strategies appropriately to respond to market needs and changes in competitors' strategies.

3. Competitors' objectives To understand trends in competitors' strategies as well as their financial conditions.

4. Competitors' strengths and weaknesses To avoid direct competition or to use the information as a guideline for developing products/services or management approaches.

5. Competitors' reactions To enable the business to plan further growth in the future.