**WORKSHEET FOR MACRO AND MICROENVIRONMENT**

1. Select a company that produces and markets sports and leisure clothing. What makes up an organization’s external macroenvironment?

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| Demographic forces: |  |
| Economic forces: |  |
| Cultural forces: |  |
| Natural forces: |  |
| Technological forces: |  |
| Political forces: |  |

2. Use the same company and product and describe its microenvironment.

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| Internal environment: |  |
| Market channel firms (intermediaries): |  |
| Competitors: |  |
| Suppliers: |  |
| Customers: |  |
| Publics: |  |