Factors Influencing the Business Environment Analyzing both the internal and external business environments in order to create suitable strategies for handling any foreseeable circumstances.For example, if the company produces items for sale in stores, it could think about reducing the price in order to increase sales and enhance revenue.Therefore, the primary task for a company prior to implementing any strategic marketing strategy is to analyze the various types of business environments.If the economy weakens and unemployment rises, businesses may need to put in more effort to retain their employees and adjust their strategies to maintain profitability.Businesses operating under this structure may be less inclined to engage in transactions in nations lacking favorable policies.The company can create effective strategies to address anticipated or unforeseen situations through a thorough understanding of the positive and negative influences impacting the internal and external business environment.