

The competitive environment Successful marketers need to study the behavior and performance of competitors in the market to determine the path of action and the correct plans that must be developed accordingly, so that the marketing strategies of each affect the other, for example, Coca Cola and Pepsi are competing to issue the same type of product, while That each of them is making a new innovation to be able to stay in the arena and have a competitive advantage that helps them maintain their existing customers and attract other customers at the same time, without losing part of their market share in this case. natural and physical factors Making products requires the availability of specific types of natural resources sometimes, which emphasizes the need to consider natural and physical factors and take them into account when preparing marketing campaigns, as they differ from one country to another, which may affect the type of products that can be offered or sold in a region, Such as offering swimwear to customers in desert areas. technological factors Technological factors play an important role in determining the scope of the business process. If modern technological means are available, it will be easy to work on expanding marketing activities to third parties and other countries in the simplest way and without the need to incur effort and time. Failure of companies and institutions to adapt to technological developments may lead to their exit from the market. the job. Political factors Governments always issue new laws and policies, which may make some merchants and owners of establishments see them as restricting the freedom of doing their business or not understanding the circumstances that some businesses may be exposed to, which may affect correct decision-making and thus the lack of opportunity to do marketing advertisements to increase the sales. Social and culture factors This type of factor requires marketers and experts to understand the various cultures around the world and within the same country. The customs and values that some people possess differ from one place to another, and it cannot be said that products will not be affected by that. For example, some materials and products are prohibited from being used or dealt with in some countries, which It means that these cultures must .be respected during marketing operations