### Activity 1: Business environments



Name the 3 types of business environments in which every organisation functions:

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| 1.  2.  3. |

The shoplifters pictured in the article are products of the \_\_\_\_\_\_\_\_\_\_\_ environment in which a retail organisation operates:

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Explain how their environment could have driven these people to steal:

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What effect does shoplifting have on the individual shops, as well as on the economy as a whole?

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| Individual shops:  Economy as a whole: |

How have certain retailers successfully counteracted the threat of shoplifting, according to this article?

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Describe 3 other ways in which retailers protect their goods from losses through shoplifting.

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| 1.  2.  3. |

Evaluate each of the preventative methods mentioned in terms of advantages and disadvantages:

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| --- | --- | --- |
| Method | Advantages | Disadvantages |
| EMPS education programme |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

Identify a threat from the macro environment that your company faces and say how management are dealing/ should deal with it in such a way that it is both cost effective and sustainable:

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| Threat: |
| How management are dealing/ should deal with it: |

Identify an opportunity for your company that has arisen from changes in the macro environment and say how management are taking/ should take advantage of the opportunity:

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| Opportunity: |
| How management are taking/ should take advantage of it: |

Describe the market environment your company operates in:

|  |  |  |  |
| --- | --- | --- | --- |
| Market | Description (who are they?) | Opportunities (how do they benefit your company?) | Threats (how do they threaten your company?) |
| Consumers |  |  |  |
| Competitors |  |  |  |
| Middlemen |  |  |  |
| Suppliers |  |  |  |
| Labour unions |  |  |  |

Describe how your company manages TWO of the abovementioned threats:

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| 1.  2. |