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“Environment : Issues And Challenges”

पर्यावरण : मुद्दे आणि आव्हाने

— **EDITED BOOK** —

CERTIFICATE

This is to certify that,

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ENVIRONMENT

Issues and Challenges

पर्यावरण : मुद्दे आणि आव्हाने

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Introduction:

Understanding the atmosphere of the business where the business is in place is essential to run the business organization successfully. Because the environmental factors affect almost everything in the business. It is important to know about various factors of the professional environment, including economic matters, socio-cultural matters, political framework, legal matters and technical matters.

Keywords : Business, Customer, Environment, Policy, System

Business Environmental Meaning:

The success of each business depends on adapting to the environment in which the business works. For example, when there is a change in government policies, the business itself has to make the necessary changes to adapt to new policies. Similarly, changes in technology can presented existing products as obsolete, as you have seen that the computer has replaced the typewriter today, color television has replaced black and white television. Again, changes in fashion or customer interest can change the demand for a particular product in the market, for example the demand for jeans reduces the sale of other traditional costumes. All these aspects are external, so it is called the external. These factors are out of business control. Professional

Business organizations need to adapt themselves to this change to survive and succeed in business. Therefore, it is important to have a clear information of the concept of the business environment and the nature of its various components. The word 'external business environment' shows the power, components and institutions of business, which are out of business control and affect the functioning of business activities. These include customers, competitors, suppliers, government and social, political, legal and technical components. Some of these components or power can directly affect the business system, while some may indirectly affect. Thus, the total area of the business environment can be defined, whose directly or indirect impact on business programs.

The business environment has all the factors that affect business, weakness, internal power, relationships, and free, government policies and regulations, the nature of economies and economic conditions, socio-cultural factors, population, classical trade, natural components, global trends and borders. It happens.

Business Environmental Concepts:

A business organization is a free system. It gains resources from the environment and suppresses goods and services. The levels of environmental power are different. Some are close and internal forces, while others have external forces. External forces may be related to the national level, on the regional level or internationally. Each business organization tries to understand the available opportunities and facilitate the dangers caused by the business environment. Business organizations may not change the external environment, but they only react. They change their internal business factors to understand external opportunities and to cope with the dangers of external environment. Therefore, to analyze the business environment and analyze the business environment to work properly, it is a significant task of managers, through which they

can make the effective business strategies.

A business can be installed. But the business needs a financial resource to survive successfully, so the business depends on the financial institutions. The acceptance of social customs, for which it has to rely on society. Proper market conditions, for this, will have to rely on the market. The sale of products or services, for which it depends on the customer. Labor, for which it depends on society.

Then there is natural resources and raws, so it depends on nature. Also, legal support to the government depends on the government. There are many factors that affect the business environment. These factors include a single concept called business environment.

The things that depend on the things that depend on the business are not stable, it is extremely dynamic and constantly changing.

The changing needs of the customer and the new innovation in the market are part of the business environment. The challenge of businesses of this technology is not to enter the market but to survive in the market. Survival in the market is to adapt to the change that comes as fast as possible. To connect with change, the meaning of a business environment is to have a consciousness.

Definition of Business Environment:

The sum of all the individuals, organizations and forces, as well as the business, which are still dependent on business control, which affect the overall performance of the business, is a commercial environment."

Nature of the Business Environment :

- 1) **System Approach:** Basically, business is a system that creates goods and services to meet the needs by using raw, workers, etc. from the atmosphere.

Social Responsibility Method: From this point of view, the business should carry out its responsibility for the many types of society, stockholder employees, government etc.

Creative approach: According to this point of view, the business shapes the environment by dealing with challenges and getting time in time. Businesses should change society by paying attention to the needs of the people.

Business Environment Features:

A) Business environment is the sum of the external and internal elements of the business organization, which greatly affects their functioning.

B) This includes customers, competitors, suppliers, government social, cultural, political, technical and legal elements.

C) The business environment is dynamic, which means it keeps changing.

D) changes in the business environment are uncertain. It is a very difficult task to estimate the exact nature of future events and these changes in the financial and social environment.

E) The atmosphere of the business remains different according to different provinces and regions.

The Importance of the Business Environment:

The business environment is the most important aspect of any business. To be aware of the current changes, it helps to use these changes not only to adapt to these changes but also as an opportunity.

The business environment presents the dangers as well as the opportunity for any business. A good business manager not only recognizes and evaluates the atmosphere but also reacts to external force. If we think of the following, the importance of the business environment can be understood.

1) Enables Business Opportunities to Identify:

Not all changes are negative. If they understand and evaluate them, they may be the cause of the success of the business. Identifying a changes can be used as a tool to solve the business problems. The study of a professional environment enables to identify new business opportunities.

2) Helps Tap a Useful Resource:

Careful scanning of the business environment helps to use the useful resources needed for the business. It also helps the business to track the resources and convert it into goods and service.

3) To Ideal With Changes:

The business needs to know the ongoing changes in the business environment. Whether it is a change in the needs of the customer, the policies of the new government, the technical changes, if the business knows about these regular changes, it will be ready to deal with those changes and it will succeed.

4) Co-operation in Planning:

This is another aspects of the importance of a business environment. Fully planning is the plan of what should be done in the future. When a business professional environment presents a problem or opportunity, the business to pay attention to the future and decide what plans to create to solve the problem or use the opportunity. After analyzing the changes presented, your decision may include a plan to resist the changes to the safe future in the business. That is, the professional environment is important in planning.

5) Helping To Improve Performance:

Businesses that are completely scanning their environment do not only deal with the changes presented, but also increase their abilities. The professional environment helps to

improve business efficiency and survive in the market by combining the external.

6) Determination of Danger:

The interaction between the business and its environment can recognize the opportunities and dangers for the business. It helps professional entrepreneurs to successfully meet these challenges.

7) Direction for Development:

Interaction with the environment makes new areas of development open for commercial companies. This makes the business enabled to identify the areas for the development and expansion of the business.

8) Continuous Education:

Environmental analysis facilitates manager's work to deal with business challenges. Managers are motivated to constantly update their knowledge, understanding, understanding and skills to fulfill the estimated changes in the business sector.

9) Help Improve the Image:

Environmental studies help improve the image of the business by showing their sensitivity to the environment in which the business is working. For example, in view of the electricity shortage, many companies have installed tractor power plots in their factories to meet their own electricity needs.

10) Help In The Opponent:

It helps companies to analyze the policy per competition and plan their own strategies accordingly.

11) Identifying The Power and Weakness of the Organization:

The professional environment helps to identify the personal strength and weakness of the organization by studying technical and global events.

Types of Business Environment:

A) Internal Environment:

The internal components of the business are generally known as a controlling factor. Because the company has control over these factors. In this business can make the business change as we need. Environmentally friendly their employees, physical facilities, organizations and executive tools, for example, change or improvement of marketing mixture, etc. The following are important internal ingredients.-

1) Value System:

Value system of founders and actors is important based on business selection, organization goals, goals, business policies and methods. It has been agreed everywhere that the extent to which the children are shared in the organization, becomes an important factor that contributes to success. This value system of business on customers, employees, stakeholders, society and people has an impact on the business and also affects the business.

There are also value systems and moral standards in the factors that are evaluated by the business. All of these standards consider all these standards when making decisions for investment or business, etc.

2) Foresight, Goals and Object:

Priority of business, direction of development, business philosophy, business policy, etc. They guide the vision and goals of the business. The business emphasizes the foreign market and if the development of an international self-government business based on development will affect them. The select business created around your basic skills through continuous production and technical innovation requires focusing on business customer-oriented to get global domination. That is, the business need focus on the vision of the business, the cost of the cost is, the business of the business makes the business vision.

goals effective.

3) Management Structure and Format:

Organizational design, the design of the board of directors, the professionalism of the management, etc. are important factors that affect the decision in the business. Some management structures and style delay decisions, while some provide immediate facilities to make decisions. The Board of Directors is the highest decision-making organization that determines the direction of the development of the organization and monitor the performance of the organization. The quality of the board is a very serious matter for the development and performance of the company. That is, the management of the business affects the structure and its appearance.

4) Internal Power Relationship:

The amount of help from various levels of employees, shareholders and board of directors and the execution of their implementation through high level management has a significant impact. The relationship between the members of the board of directors and the chief executive and the board is also a serious factor, which affects the business.

5) Human Resources:

Skills, quality, morale, commitment, attitude, the characteristics of human resources can lead to the strength and weakness of an organization. Some organizations make it difficult to restructure or modernize due to the resistance of employees. But in some others it can be easily done. People from different levels, initiatives, etc. can be different in different organizations. They have an impact of organizational culture and overall environment. That is, human resources and their quality and skills affect the business.

6) Company Images:

The image of the company is important when financing,

establishing a joint venture or other front, in the meantime demanded them, entering the purchase agreement, setting up new products, etc. In many cases the brand equity is also important.

7) Different Components:

There are many intercourse components, which affect the business successful or failure or make decisions. They include the following things-

- a) Physical assets and facilities like production capacity, technology and production equipment, distribution, etc. are factors affecting the company's competitiveness.
- b) among other things, among other things, the ability of research and development and technology determines the ability to play the business innovative and compete.
- c) It directly affects marketing efficiency in the marketing institution, such as the quality of the vendors, brand equity and distribution network. It also makes it significant due to brand extension, new product introduction, etc.

B) External Environment:

The external business environment involves the subtle atmosphere and the gross environment.

A) Micro Environment:

Understanding the environment in which business works as an organization is a very important dimension. The subtle atmosphere is a business environment. Because the function of the subtle environment has a direct impact on the business. They include the following factors-

1) Customer:

The main purpose of the existence of organizations in many businesses is to meet and satisfy the needs of the customer. The goal of the business is to satisfy customers and make a profit.

return, while the ultimate purpose is to provide the best product service to the customer at the best price. If successful in doing so, the business can be successful. That is why it is more important to listen to the customers and their feedback.

2) Competitive:

There is no pure monopoly in the world. Each organization is large or small, competition and competitors. Therefore, the business needs to be constantly monitored by their competitors. The business should make sure that their product has the qualities that make them different and different in the market. Given products must also be better and cheaper than the competition.

3) Employees:

Employees or workers are the most important components of the business product. Human resources have an important factor in the success of business. Therefore, it is also necessary to train and develop by appointing these employees for proper work. If there is no care in this subject, the business organization can never succeed.

D) Shareholders:

Partners invest in the company. But they are not just investors. They have parts of the company. So they are the owners of the company in a way. This means they are involved in running a company. Partners will also ask for returns on their investment. Therefore, it is the duty of the company to make a profit and give it to the shareholders. They have to create wealth for these stakeholders. Their interest- dividend also has to be paid. Therefore, the company requires proper balance between the health and the benefits of the company.

E) Supply:

Suppliers provide the materials and products needed to operate the business. The relationship between business and

suppliers is a powerful equation. The two depend on each other for their existence. That is why the business needs to have a healthy and proper relationship with their suppliers. This is essential for the smooth work of the organization.

F) Media:

Each business needs a media to promote their brands and goods and get a market for their production. That is why the business must maintain their relationship and their position. Any negative coverage in the media can cause major damage to the business. That is why PR managers appoint PR managers to help the business media positive results.

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