**PRINCIPLES OF MARKETING PRACTICE**

**LEARNING OUTCOME 2: ACTIVITY 4**

**INDIVIDUAL ACTIVITY**

**Tracking the micro environment**

**List some ways a marketer can keep track of each factor within the micro environment.**

**Including suggestions for customers, competitors, suppliers and third parties. Consider how much time this would take each month and ways to make this more time-efficient.**

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| --- |
| **Customers** *Customer surveys, phone calls*  **Time evaluation:**  *One hour per week, save time by asking for feedback automatically after each sale* |
| **Competitors**  **Time evaluation:** |
| **Suppliers**  **Time evaluation:** |
| **Third parties**  **Time evaluation:** |