

THE ROLE OF ENVIRONMENT IN THE DEVELOPMENT OF THE BUSINESS

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Abstract

The management of the business in the economy is becoming complex and challenging due to the many changes in the environment which are creating a high competition. It appears that strong competition makes possible efforts in order to manage a better business environment that surrounds us analyzing demographic trends, economical development, financial performance, technical infrastructure, maritime transport, business financing programs etc. In this study we have analyzed the time with these elements and their role in business development, the role and importance of each of the elements of the environment. Assessment and the importance of entrepreneurship in different competitive environment, you should use strategies, the role of marketing in developing competitive strategies in the market. Marketing is a useful strategy to address the challenges of attracting and retaining throughput, and doing in so, increasing revenue and making effective use of underutilized capacity. The purpose of this paper is to examine the competitive environment within which business operate and suggest why marketing may be a useful strategy for business growth in such an environment. This paper will highlight the benefits of business undertaking services based approach to marketing as well as the benefits of being market- oriented. In order that the business to differentiate and compete an adequate marketing strategy has to be build. The services and the products that business offer have to be promoted to the industry to gain customers. Not only customers are important, but the society and other stakeholders also play a role. The globalization of markets has led to their release and offer many opportunities for each company to expand on them. The global market presents both opportunities and risks and should be studied carefully and not treated as an opportunistic perspective of the business.

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