
Author(s): Kehinde Oladele Joseph (2007).

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Abstract Effecti ve Diagnosis Of The Marketing Environment: Roadmap To Optimal Business Survival

Effective examination of a firm’s marketing environment is strategic to the success and survival of such an organization. It will offer such firms the benefits of tapping unique opportunities as well as being mindful of possible environmental threats. The objectives of the paper among others are to (i). x-ray the possible environmental variables available to a market, which could offer opportunities as well as pose threats to business firms. (ii). to show whether knowledge of environmental factors by a firm has any relationship with the firm has any relationship with the firm’s business success. (iii). Offer possible relevant recommendations, which could help firms to take their destinies in their own hands. The paper carries out a survey research with two hypotheses, tested with Pearson Moment Correlation Coefficient and t – test statistics to find out the level of significance of correlation. It offers useful policy recommendations, which show how the vital knowledge of environmental variables can contribute immensely to a firm’s success and survival in the ever-dynamic competitive environment.