
COMPANY INTEGRATION IN THE BUSSINESS ENVIRONMENT

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Abstract: Regardless of the activity, firms seek permanent integration into the socio-economic environment in which it operates. Taking account of the external environment constantly changing, companies are forced to restructure their marketing objectives and strategies. Firms ability to achieve its objectives depends on the reactions in the use of material, human, financial, technological changes in their relations with actors performing its environment, based on its information system. Influence of the environment generates for any company the opportunity to identify opportunities for growth and to achieve, depending on the size and degree of its integration within the industry.

Key-words: *firms, strategies, objectives, development, marketing.*

1. Introduction

In the economic sense a firm, as an economic agent regardless of size, is a group of people organized according to socio-economic requirements, technological and legal, that conceives and conducts that materializes in goods and services for sale, in order to gain profit possible. This requires identifying and meeting customer requirements as well as activity of the firm correlate with frequent changes in the marketing environment. Such an approach requires knowledge of the external environment on the one side, and adaptation to the environment, on the other. However, the activity depends on the firm's ability to adapt to the external environment, internal environment corresponding capacity of the company. The interaction with the external and internal environment formulated the most appropriate means of maximizing the positive and minimizing the negative is the objective of marketing.

Within the concept of marketing firms operating environment are central. The company's marketing concept requires its outwards orientation as it needs to produce and market only give what is required and can sell effectively, focusing their entire activity according to the wishes and needs of the buyer. This requires compliance with the environmental structure, synchronization of its activities with dynamism, shape and direction of evolution of this medium. Therefore, the practical application of marketing concepts requires knowledge of the external environment, internal environment and the relationships between them. A high performance company is a company whose model is based on four factors: the business beneficiaries, and the firm. These factors are the key points of interaction with the external internal environment.

In the current work, the company enters into permanent contact with its environment, whose main component is actually. Through such relationships, the firm directs, organizes and completes the work done by connecting to its ambient environment dynamics. This is because, regardless of the company profile, its existence space is extremely broad, the market being only a part of this environment. Such an environment is, however, a competitive, especially in a market economy. Corresponding to this environment, relationships with other

components of his company will be market relations (purchase of goods and services, providing the necessary resources - human, material and financial - but also sell its products or services to potential customers) and competitive relationship with firms that share the same sources of supply or markets (in fact, relations which may be related, ultimately, market relations, interfering between market operators).

Of the many firm relations with its environment can be recorded direct relationship, which manifests itself especially in its microenvironment, or indirect, manifested in the firm macro, actually acting on the suppliers, competitors or its clients.

Regardless of the area in which it arises environmental factors will not ever act separately, isolated on the company, but will have a concerted and simultaneous action by printing environment some specific circumstances.

From typology multiple relationships of the firm with her environment, there are two the more complex, respectively the market and competition.

Market relations of the firm aims at all its three components, respectively:

- *Goods market*, where the company appears both as buyer and seller;
- *Capital market*, the firm appears most often as the user, the requester monetary funds, except that it is the activity profile of its banking or assimilated;
- *Human resources market*, the firm intervenes in the position of requesting the workforce necessary to carry out its work.

Marketing environment, the firm represented by external forces, directly or indirectly influence objectives, plans, procedures, activities and outcomes, playing an important role in the life of the company. Thus, environmental analysis and adopting a systematic process of identifying significant changes are very important to forecast what impact it may have on the company.

As an economic agent, with a particular profile of activity, the firm operates in concrete terms and offers its environment and would if the firm marketing environment = opportunities and risks, means that the results of its work, will depend first on whether knowledge of physiognomy and mechanism of the environment and the firm's ability and skill to harness the opportunities and avoid the risks that it provides them.

In a broad sense, the environment in which companies operate comprises a set of factors constituting a complex, heterogeneous; it is economic factors, social, cultural, legal, political, demographic, environmental, etc. In a macroeconomic view, the firms are part of this environment, first of its economic component. Instead at the level to the firm, the environment appears consists of a network company exogenous variables which opposes its own resources - human, material and financial, respectively, a set of endogenous variables.

2. Components of the external environment of the company

The external environment is heterogeneous in nature all the conditions that exert direct or indirect influence on how the firm operates, being the manifestation of its framework capable surprise converging and diverging developments of its components that may foster or brake its activities.

Depending on the place and role of participants in the framework of conducting business activity, interaction and intensity of the forces acting constituents, which they

exercise influence, we can separate two components: the microenvironment and macro-environment.

The microenvironment is represented by the participants of closest environment firm and affect its possibilities to serve customers, while macro-environment represent societal forces with long reach, affecting all participants in the microenvironment company.

The delimitation of the two components of the environment is of great importance in the organization of the environmental supervision by the firm. Thus, if the microenvironment may be personally oversaw, it having direct influence, relatively controllable and therefore susceptible of changes through concerted actions, macro elements are uncontrollable, they can not be influenced, but must be known and, on this basis, established firm measures to adjust its configuration. Between the two components of the environment are inter-relations and, therefore, to understand the whole mechanism of work organization and firm is absolutely necessary to know the environment in which it acts as external environmental ample information available modern firm offers the opportunity not only to maintain market place, but also to detect and conquer other markets and even create new markets, consumer needs, so make changes in the structure of the environment. To do this requires a strict and continuous surveillance of environmental factors exogenous and endogenous firm, as changes in the structure and evolution may have deep impact on business activity.

Relations between components seem to suggest environmental balance reached in time. In reality, this balance is a constant trend nature, environment components being in constant motion, with consequences on its overall physiognomy as the relationships between its components. The company will face thus a dynamic environment and it is rarely linear evolution of the environment. This is because its components evolve in the same manner.

After changes how these components, the nature of relations between them and the effects triggered, the external environment knows many forms, including:

- *Stable environment*, specific periods "quiet" when development is slow and slightly predictable phenomena raises few problems adapting firm (such an environment is however increasingly rare in today's economy);

- *Unstable environment*, characterized by frequent changes in most of its components are, in the current period, it faced medium firms from almost all sectors (confrontation with such an environment calls for a prospective attitude, deciphering the direction and rate changes, the increase capacity to adapt to change firms);

- *Turbulent environment* is characterized by abrupt changes in the evolution of components and relations between them, forms and directions unpredictable, sometimes leading to substantial changes in the physiognomy of the environment itself.

Reporting impose effective environmental thorough investigation of the components, their interactions and their impact on the market and business activity. Environmental agencies do not act with the same intensity and the same degree on business activity. With some of her firm enter into direct connections imposed by the need to achieve its object, usually the reciprocal influences; others are more distant relations, weaker influence is most often indirect. Agencies included in the first category formed company microenvironment and other macro components make up the company.

2.1. Microenvironment firm

Components of the external environment which enter into direct relations firm, permanent and strong dictated by the need to achieve its objectives (present and future), forms the firm microenvironment. For their identification must start from the place it holds in the firm environment, which itself is a component thereof.

The company combines three factors of production, respectively: suppliers of material resources (or for services), financial resources providers (banks) and suppliers of labor. From the combination producing or services that are delivered to customers. Similarly acts competitors in the environment. Besides these there are a number of other agents, whom we call the generic, public bodies, similarly affecting business activity.

a) *The suppliers of goods* (material resources) are represented by various firms or individuals which according to the relationships of sale, ensures the company has the resources necessary supplies, materials, equipment, machinery etc. Knowledge of these offer opportunities for environmental agents presents particular importance for the firm's activity. The information the company needs about these environmental agents refers to the size and quality of supply, prices, the commercial policies used, geographic location, etc.

b) *Service providers* are represented by companies or individuals that perform a wide range of services necessary for the fulfillment the object of our business. That category includes intermediaries (commercial firms, transportation, advertisers etc.) and especially providers of banking services, with the latter firm by meeting in a market which is distinct features - financial market.

c) *The labor providers* constitute the environmental agents, with considerable influence in business activity due to the human factor role in the labor process. The scope of such suppliers enters schools, labor offices and people looking for a job.

d) *Customers* circle up companies, institutions and individuals whom they are addressed goods (services) company. Representing the most important component of the microenvironment firm, customers are central to the topic of marketing research, which is focused on knowledge needs, demand, purchase behavior and consumption. Depending on their status, the nature of requests from products (services) firm, customers can be grouped as follows: consumer, industrial users, companies and distributors (business), government agencies etc.

e) *The competitors* form a special category of microenvironment firm in the competitive environment, continuing, specific, in turn market economy. The position of competitors are emerging firms or individuals that share the same category of customers, and in many cases, the same suppliers or service providers. Competitors are distinguished by the role they play in relationships with customers, attitude towards the news, forms of communication with consumers, market intervention style etc.

f) *The public bodies* that a component of the microenvironment to the extent that currently or potentially may influence the achievement of company objectives. There are several categories of such bodies, including: consumer associations, professional associations, mass information media, general public etc. Under this component, a special place state bodies, to which the firm has a number of legal obligations: it is the financial bodies, customs, justice, etc.

2.2. Macro firm

The assembly factors which act indirectly in the long term and with a weaker intensity on firms activity forms the macro-environment. The main components of the company macro environment include: environmental demographic, economic, technological, cultural, political, institutional (legislative) and natural.

a) *The demographic environment* refers to the population in the area of activity of the company. It interested firms of any profile as their food source with the necessary workforce. In within firms profiled products (services) consumer demographic environment is also one of the factors formative demand commodities, completion of economic activity field. From here, the special significance that environment presents some specific indicators of demographic, including: population structure by sex and age groups, the number of households and average size of a family, territorial distribution and environments (urban - rural) population, birth rates etc.

b) *The economic environment* consists of all the elements that make up the economic life of the space in which the company operates. In his characterization are considered branch of the structure of economic activity, the overall level of development and per branch, the employment of labor, financial situation exchange etc. Environmental factors are reflected directly or indirectly in the market situation: they determine the volume and structure of the supply of goods, cash income and size of the demand for goods, the movement of prices, competition level etc. Analyzed in close correlation with demographic environment, economic environment provides the necessary elements for a better assessment of market potential, the company can count. In this context, the economic environment research in an area a special place for identifying the factors that determine the size and dynamics of consumer spending: income distribution (by country, when selecting markets or categories of population segments in if selected) savings (savings behavior of the population), debts and lending possibilities. The economic environment also includes a number of forces and interest groups acting in the economic life of society. Their action is reflected in the economic situation and in particular in market conditions which relate to each firm.

c) *The technological environment*, in which the operating a firm, is made up of components that explains, in essence, how to obtain products (services) of the company is used at a time. The company is involved in the dynamic technological environment as both beneficiary and the provider, mainly through the market. This is because changes in technology products lead to corresponding changes in volume, dynamics and structure of supply, demand and prices. Be mentioned that the technological environment is today one of the most dynamic components of the macro firm, with implications for almost all sides of society life. The technological evolution acquires a concrete expression through specific elements, such as inventions and innovations, size and orientation funds for research and development, the "explosion" of new products, improvement of traditional products, regulations to eliminate polluting technologies etc.

d) *The cultural environment* consists of all issues related to the system of values, customs, traditions, beliefs and norms governing people's status in society. Based on these components are formed, among other things, purchase behavior and consumption will have to

take into account the company. Moreover, the cultural elements were decisive role in mapping market segments in shaping a certain typology of buyers. At the same time, it contributes to the expression of a particular market exigency, which condition the way and manner of distributing the products and the content and form of firm communications with the market, the market sent messages. It should also be borne in mind that the main cultural values of a society depend on people's conception about themselves, about others, about the various organizations, about society, nature and the universe.

e) *The political environment* reflects social structures, social classes and their role in society, political forces and relations, the degree of state involvement in the economy, the degree of stability of the domestic political climate, regional and international levels etc. These components are factors stimulating or restrictive of certain market activities. Their role increases in situations of instability, due to change in the balance of forces in the political arena.

f) *The institutional environment* consists of all legal regulations by which it is directly or indirectly affected market activity of the firm. In the same frame fall and regulations developed by national and international bodies aimed at harmonizing trade practices, facilitate market instruments such as technical standards, recommendations, conventions etc. They concern a wide range of areas, among which we can mention transport, insurance, customs facilities and classifications of goods etc.

g) *The natural environment* enters increasingly into consideration in the current period in the design and development of economic activities. In all cases, natural conditions (relief, climate) determines how localization, distribution, human activities in space; economic units in some sectors - agriculture, tourism, exploration etc. - natural conditions directly enter into the very objective of the activity. The growing importance of this component of the macro is due to lower non-renewable raw materials resources, by increased pollution etc.

3. Conclusions

An overview of the elements of the external environment of the enterprise, presented above, shows the high degree of complexity of its many forms connection between the firm and its environment.

The business environment in which it operates the firms is full of unexpected, if we take in mind that most factors that define it escapes their immediate control. The firms should always expect numerous obstacles especially technical and managerial which we must cope to survive and prosper. Therefore, analyze marketing environment should be a constant concern of the management team, as it is keeping the database updated and put on alert to trends manifested.

The attitude of managers has a vital role in creating an organizational climate that a business knowledge to enable present and future, and the adoption of concrete actions that contribute to capitalization of favorable situations and prevent any negative consequences.

Managers who passively accepts marketing environment situation without trying to change through adaptation strategies they will react, who believes that some actions may affect the environment, adopt a proactive strategy, environmental management strategy that would taking action to influence the public, legislation, consumer behavior etc. For managers

in the second category is very important to know which key trends and developments looming in the general environment, in particular the marketing.

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