

Title of Article: Environmental Scanning: The Strategic Key For The Entrepreneur To Exploit Emerging Market Opportunities.

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Abstract Different forces operate to affect Marketing activities in every society. An organization might be able to influence the direction of some of these forces or environmental variables while other variables may remain rigidly uncontrollable. The ability of an organization to influence or control these variables depends on the nature of the variables as well as the attitude of the company to these environmental forces or variables, amongst others. This paper affirms that scanning of environmental variables will likely present valuable opportunities for firms as well as attendant challenges. The objectives of this paper among others are to: (i) x-ray the possible environmental variables that will present firms with possible emerging opportunities. (ii) Establish whether there is any relationship between a firm's knowledge of its environmental variables and business success [iii] find out whether there is significant effect of environmental scanning on business survival and (iv) offer useful policy recommendations, which could place firms, in better competitive position.