Compare ways in which organisations use elements of the marketing mix (7PS) to achieve overall business objectives.

7 Ps	1st Organisation	2nd Organisation
Product		
Price		
Place		
Promotion		
Process		
Physical evidence		
People		


Business Objectives
Build and Maintain Anywhere & Anytime
Innovation & Sustainability
Drive Short-Term Profitability
Improve Liquidity
Reduce Costs
Increase Market Share
Improve Speed/Time to Market
Build End-to-End Processes & Systems
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