




4 P's of Marketing Ice Cream Activity MARKETING MIX WEBSITE COMPARISON

For this project you will go to three websites and fill in the answers to the questions regarding the Marketing Mix for each company. The websites are: <http://www.mayfielddairy.com/> <https://www.bluebell.com/> <http://www.benjerry.com/>

	Blue Bell 	Mayfield 	Ben and Jerry's 
Product (describe packaging)			
Product How many flavors does each brand offer?			
Product Does the company sell other products besides ice cream? If so list. (not counting T-shirts or anything with the company name on it)			
Product What is the slogan?			
Product Does the company identify its top flavors? If so, list the most popular flavors.			
Place Where are the dairies that make the ice cream located?			
Place How do they get the ice cream to the store?			