

# 4 P's of Marketing

Figuring out the elements that make up the marketing mix is the first step businesses take to defining their brand. Below are the 4 P's. Your job is to pick a product. Any product that interests you. E.g. phone, shoe, hoody, car. A product ideally that is for sale at the moment.

The product I have chosen is

**Product** Whether you sell shoes or websites or luxury accommodations, its really important you know your product and what makes it unique.

This product is unique because:

**Price** Price decisions will impact profit margins, supply, demand and marketing strategy.

This products price is:

This is cheap/expensive/moderately priced because:

**Promotion** How the product/service is presented to consumers.

This product is mainly promoted by:

**Place** The product needs to be put at the right place, at the right time. It is critical to evaluate what the most ideal locations are to grab the target market.

This product is mainly sold: