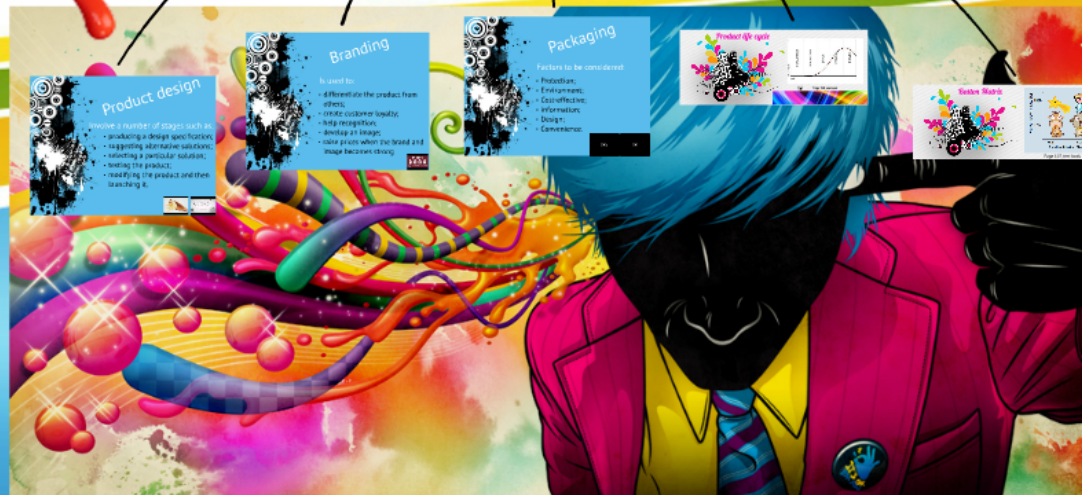


Product - Marketing Mix

Chapter 42
SdP



Goods and Services

Goods and services = products

Consumer goods / Producer goods



Product - Marketing Mix



Chapter 42
SdP



Learning objectives

Understand the terms "goods" and "services";

Understand and analyse the key factors of branding, packaging and the product mix;

Understand the term 'product life cycle';

Understanding how the Boston Matrix is used for product analysis.



Learning objectives

Understand the terms "goods" and "services";

Understand and analyse the key factors of branding, packaging and the product mix;

Understand the term 'product life cycle';

Understanding how the Boston Matrix is used for product analysis.



Goods and Services

and services = products

Goods and S

Goods and services = products

Consumer goods / Producer goods

Goods and services = products

Consumer goods / Producer goods

Product design

Involve a number of stages such as:

- producing a design specification;
- suggesting alternative solutions;
- selecting a particular solution;
- testing the product;
- modifying the product and then launching it.





there are a thousand no's



Branding

Is used to:

- differentiate the product from others;
- create customer loyalty;
- help recognition;
- develop an image;
- raise prices when the brand and image becomes strong

In 1886

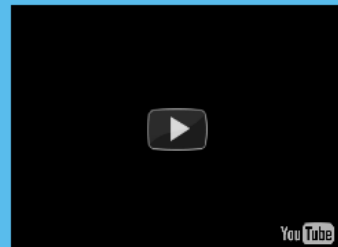
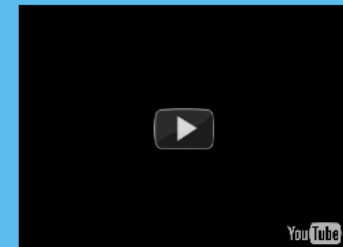


9 Coke bottles were sold

Packaging

Factors to be considered:

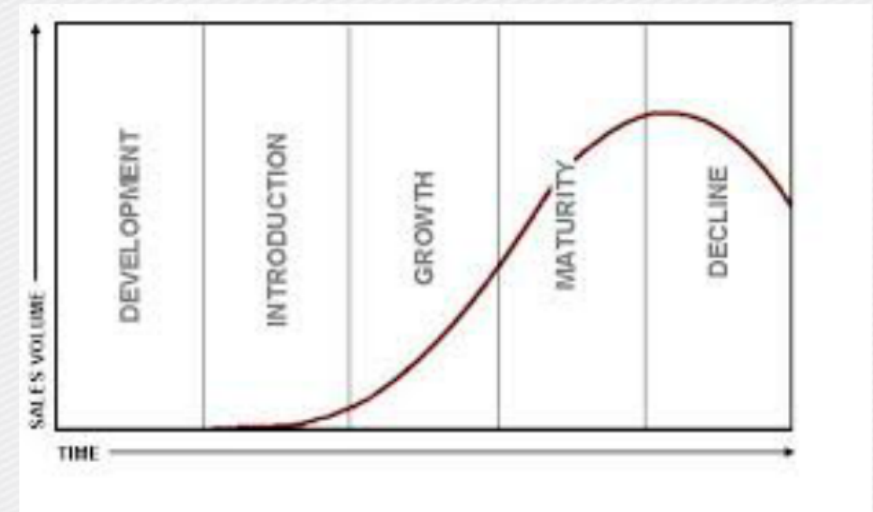
- Protection;
- Environment;
- Cost-effective;
- Information;
- Design;
- Convenience.







Product life cycle



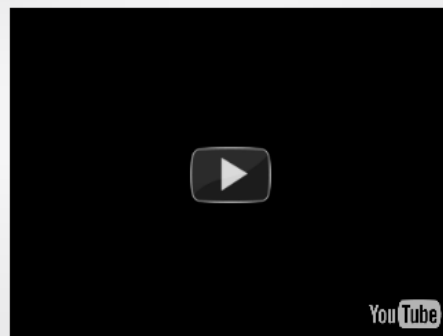
Page 195, text book



Extension strategies

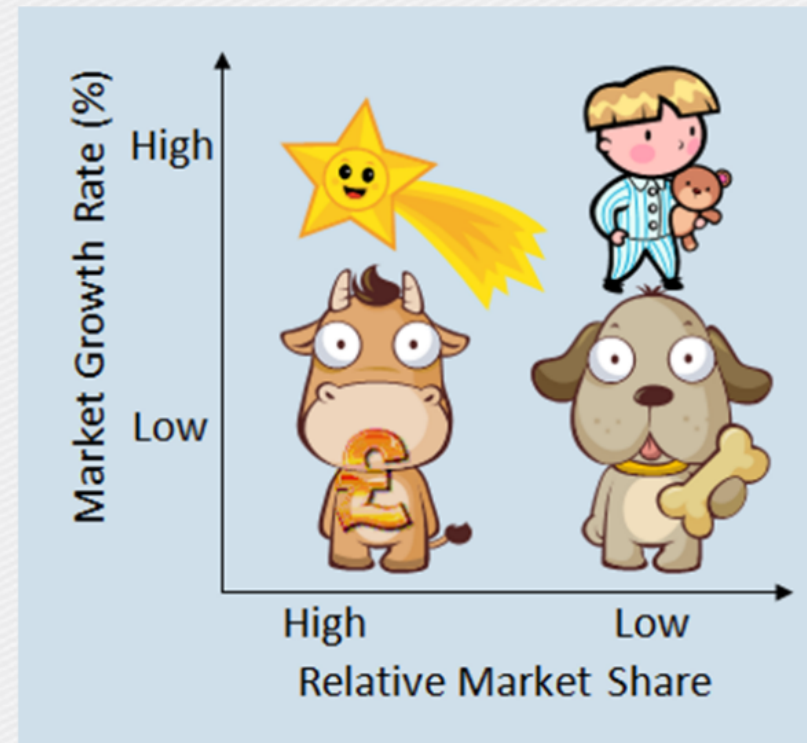
Extension strategies help a product to generate more cash

- Finding new markets for the product;
- Finding new uses for a product;
- modifying the product;
- Develop the product range;
- Change the appearance or packaging
- Encourage more frequent use of the product.





Boston Matrix



Page 197, text book



You Tube

