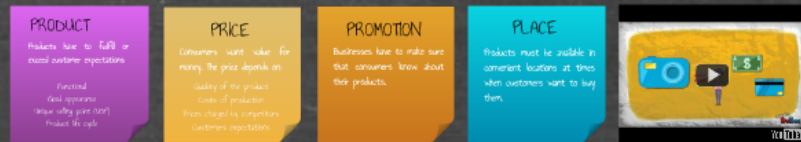


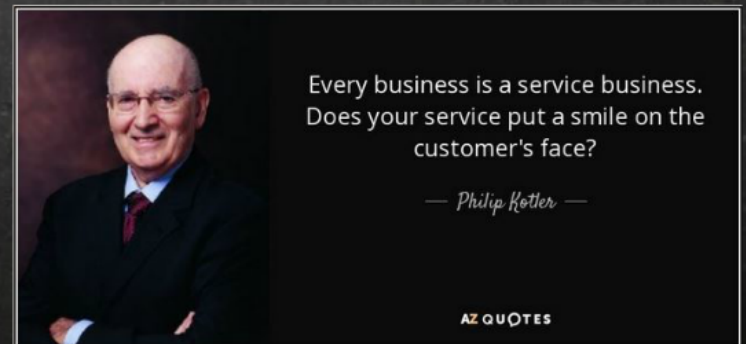
# Marketing MIX

Chapter 38

SdP



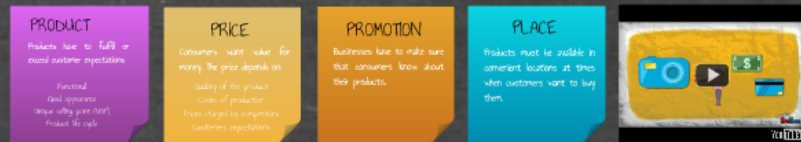
A good marketing strategy is one that meets customer's needs



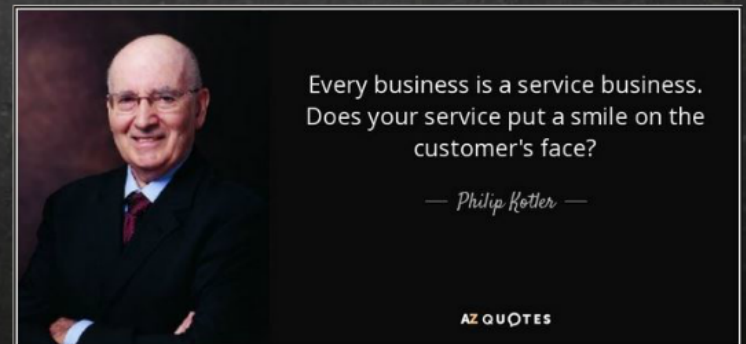
# Marketing MIX

Chapter 38

SdP



A good marketing strategy is one that meets customer's needs



# L.O.

Understanding the main elements of the marketing mix and how they combine to satisfy customer needs in a changing and competitive environment.



A good marketing strategy is one that meets customer's needs







Marketing takes a day to learn.  
Unfortunately, it takes a lifetime to  
master.

— Philip Kotler —

AZ QUOTES

# PRODUCT

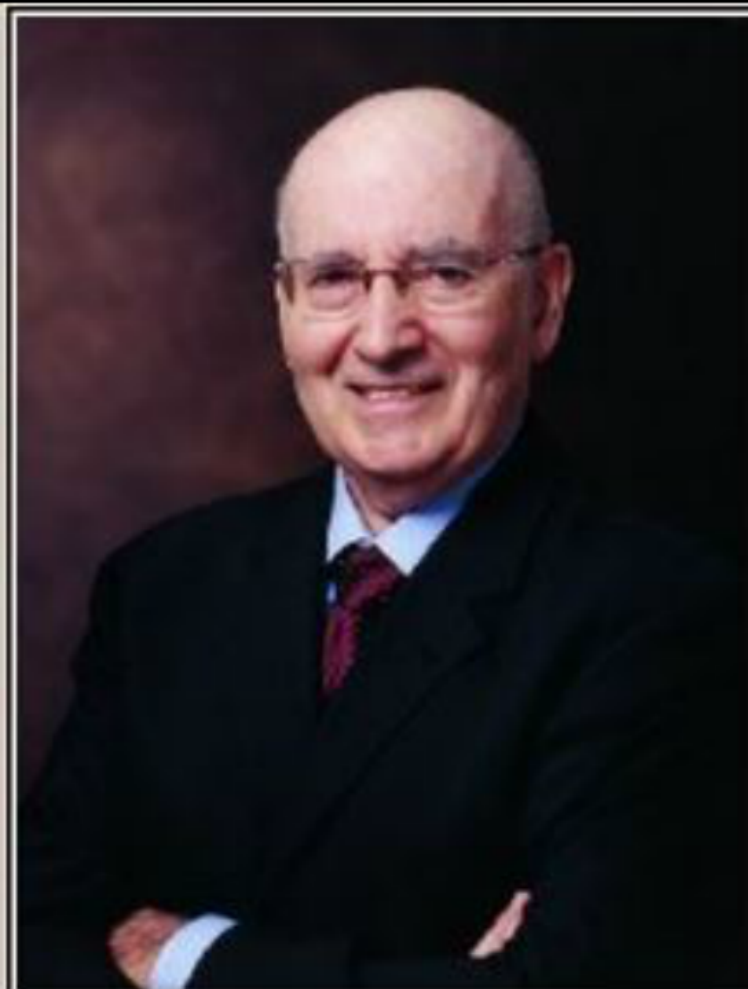
Products have to fulfill or exceed customer expectations

Functional

Good appearance

Unique selling point (USP)

Product life cycle



Don't buy market share. Figure out  
how to earn it.

— *Philip Kotler* —

AZ QUOTES



# PRICE

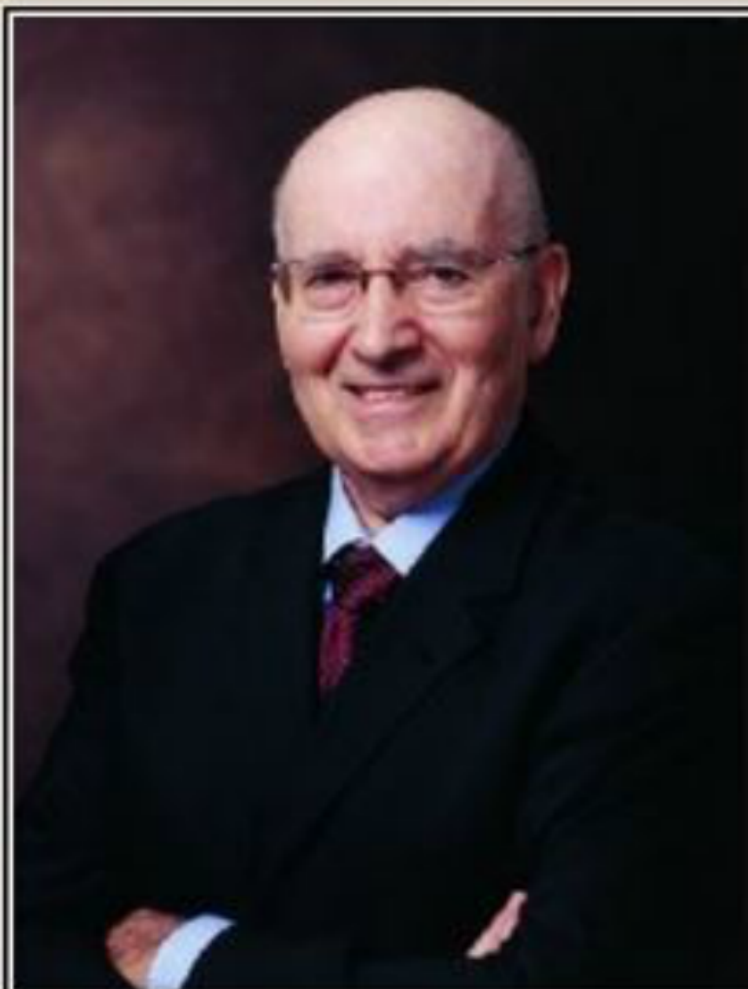
Consumers want value for money. The price depends on:

- Quality of the product

- Costs of production

- Prices charged by competitors

- Customers expectations



It is more important to do what is  
strategically right than what is  
immediately profitable.

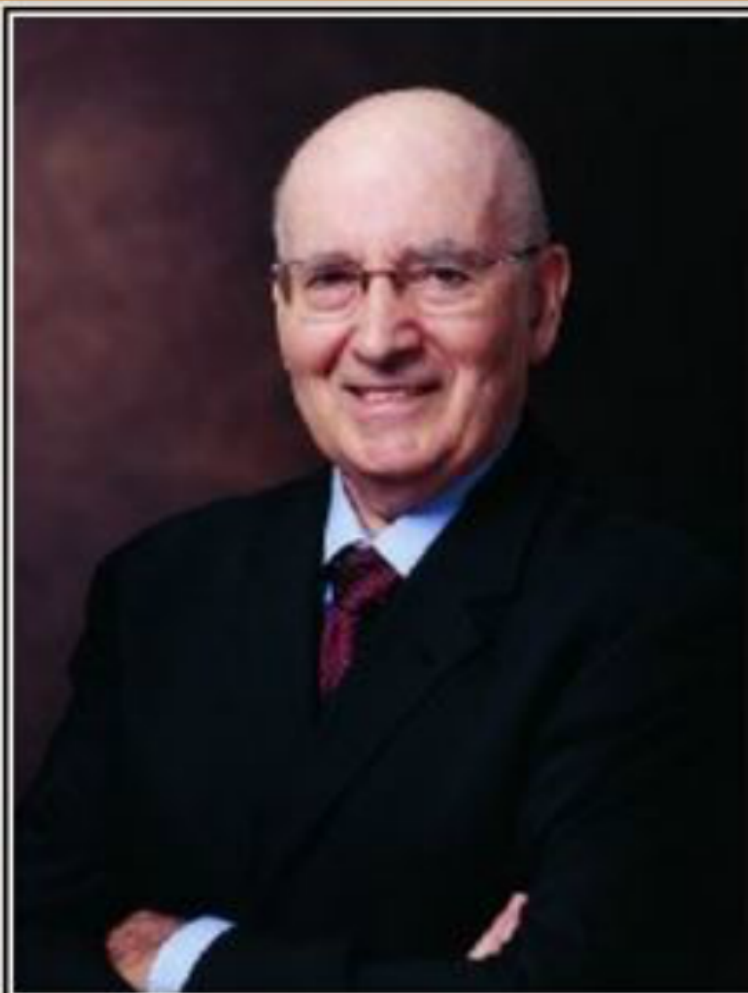
— Philip Kotler —

AZ QUOTES

# PROMOTION

Businesses have to make sure that consumers know about their products.





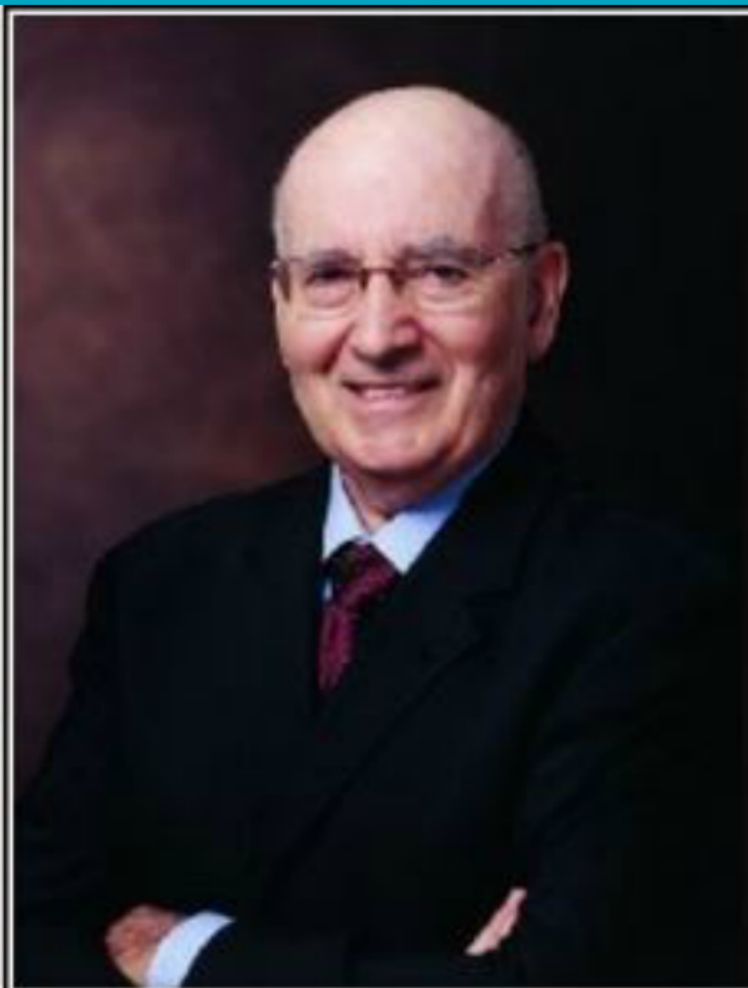
The best advertising is done by  
satisfied customers.

— Philip Kotler —

AZ QUOTES

# PLACE

Products must be available in convenient locations at times when customers want to buy them.



Today you have to run faster to stay  
in place.

— *Philip Kotler* —

AZ QUOTES



# Marketing MIX may be influenced by:

Nature of the product

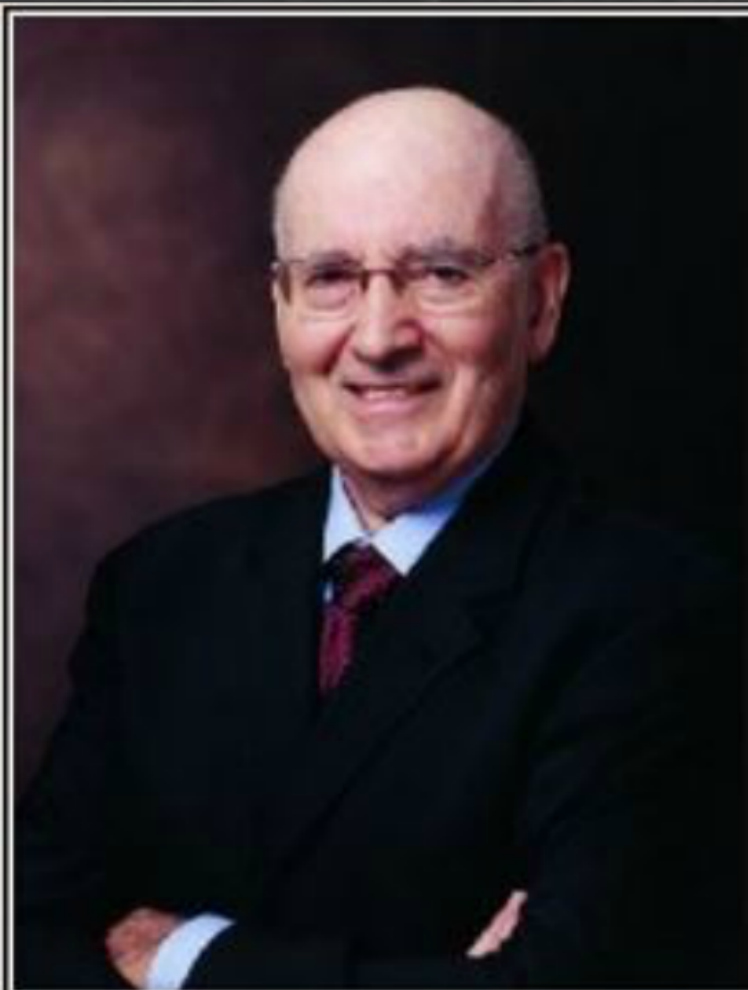
Competition

Marketing budget

Competitors' mix

Technology

Market research



Every business is a service business.  
Does your service put a smile on the  
customer's face?

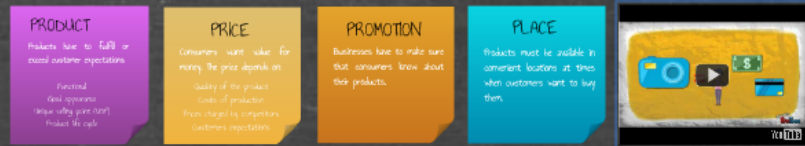
— *Philip Kotler* —

AZ QUOTES

# Marketing MIX

Chapter 38

SdP



Marketing MIX may be influenced by:

Nature of the product  
Competition  
Marketing budget  
Competitors' mix  
Technology  
Market research

A good marketing strategy is one that meets customer's needs

