

4 Ps of Marketing

Also known as the Marketing Mix

Product	Price	Place	Promotion
Variety	MSRP	Distribution	Advertising strategy
Product features	Discounts	Location (bricks/online)	Promotions and timing
Quality	Sales	Location design	Sales staff
Brand notoriety	Value/perceived value	Competition	Public relations
Packaging	Price sensitivity	Timeliness	Direct marketing
Sizes	Price competition		Brand awareness
Returns	Pricing strategy		
Warranties			
Competitive analysis			