

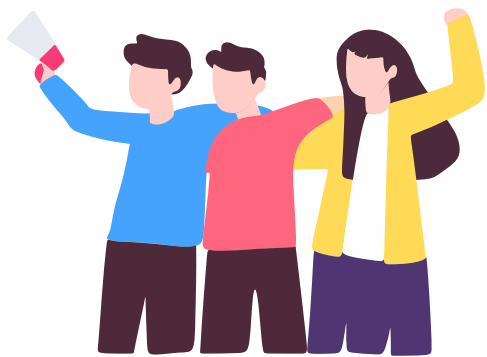


# seven Ps of Marketing



## 01 PRICE

Strategies: Skimming, Penetration, Psychological, Cost-plus, Loss leader, etc.

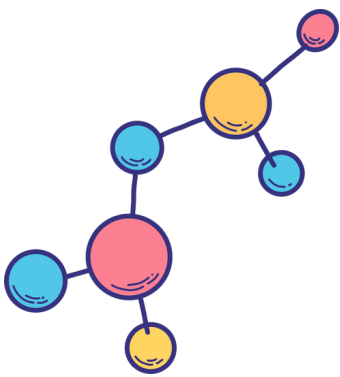
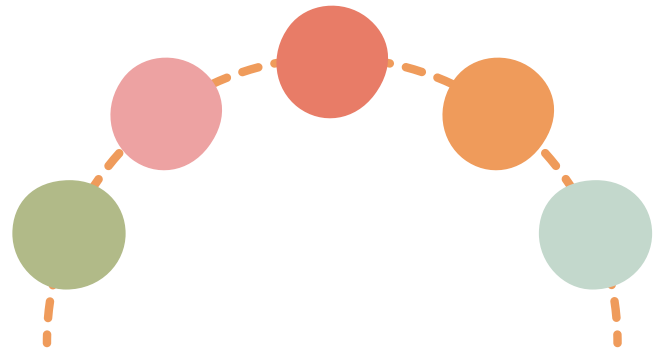


## 02 PEOPLE

Employees, Management, culture, Customer service

## 03 PROCESS

Especially relevant to service industries  
How are services consumed?



## 04 PHYSICAL ENVIRONMENT

Smart, Run-down, interface, comfort, facilities



## 05 PLACE

Retail, wholesale, mail order, Online, Direct sales, peer-to-peer, Multi-channel



## 06 PROMOTION

Special Offers, advertising, Endorsements, user trials, Direct mailing, leaflets/posters, free gifts, competitions, joint ventures



## 07 PRODUCT

Design, Technology, Usefulness, Convenience, value, quality, Packaging, Branding, Accessories, warranties.