

7 Ps of Marketing

Place

Retail	Direct Sales
Wholesale	Peer to peer
Mail order	Multi-Channel
Internet	

Product

Design	Quality
Technology	Packaging
Usefulness	Branding
Convenience	Accessories
Value	Warranties

Physical Environment

Smart	Comfort
Run-down	Facilities
Interface	



Price

Skimming	Cost-Plus
Penetration	Loss leader, etc.
Psychological	

Promotion

Special Offers	Leaflets/posters
Advertising	Free gifts
Endorsements	Competitions
User Trials	Joint ventures
Direct mailing	

People

Employees	Culture
Management	Customer Service

Process

- Especially relevant to service industries
- How are services consumed?

Beachams Marketing Reference

Sabine Zange



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