

4Ps

The 4Ps are known as the Marketing Mix.
These are the key factors that determine how a product or service should be positioned for the target market.

For this exercise, determine the 4Ps that best align with a product that you plan to launch OR a current product that you may see on the shelf in a store.

Product:

Describe your product/idea and who you plan to target (OR) describe an existing product and how it was conceived + the target market.

Price:

The potential cost of your product/idea and the perceived value (OR) the cost of the existing product. For either scenario, compare cost to competition.

Place:

Physical location of where the current or future product will be located (region, shelf space, kiosk, online, retail/convenience store, etc.

Promotion:

Advertising or branding strategies currently used or expected to drive awareness/sales. Examples: print (billboards, magazines, displays), digital (SEM, social media, app advertisements), radio (pandora/spotify, local market), etc.