



# The Marketing Mix - A Reminder

- Marketing is usually said to consist of **4 key elements**, known as the **marketing mix**

- They are:

- **PRODUCT**
- **PRICE**
- **PLACE**
- **PROMOTION**



- Often referred to as **the 4 P's**

- They need to be mixed carefully

Be aware that some people now believe that there are 7P's by adding – **People**, **Process** and **Physical Evidence** to the original 4Ps



# Choosing The Target Market

- The techniques used to market a product will largely depend upon the target market

## Possible Target Market

### Consumers

- New Customers
- Existing Customers

### Trade Customers (B2B)

- Retailers
- Wholesalers
- Large Organisations
- Small Organisations