



Marketing mix

Presented by
Y Ramachandra
Assistant Professor, MBA
Dept.
KEC, Kuppam.

Marketing Mix – 4Ps

1. Product
2. Promotion
3. Price
4. Place

EXTENDED Ps OF MARKETING MIX

1. PEOPLE
2. PROCESS
3. PHYSICAL EVIDENCE

Product

- Product is the simplest element of marketing mix.
- This element accompanies the attribute benefits and competitive advantage which it present to its customers

PRICE

- The next element of marketing mix is price.
- Price is the money value of a product or service paid by the customer.

PLACE (DISTRIBUTION):-

- Place is the third virtual element marketing mix.
- Place is defined as a state of providing the right product in the right place of the right time for the consumers.

PROMOTION

- Promotion is the blast element of marketing mix.
- It is the technique to communication and inform customers about the product.

PEOPLE

- In services marketing mix. People is the first additional element 'people' refers to the employees providing service delivery and also play at sole of end users of final consumers.

PROCESS

- Another element of extended marketing mix is process it is an important marketing function and part of value chain is comparison with other functions.

PHYSICAL EVIDENCE:

- Physical evidence of service marketing mix can be of different types and appearances.



Q&A



Thank you!