

Marketing mix consists of 4 elements that help a business to achieve its marketing objective  
the 4 elements are known as the 4 p's

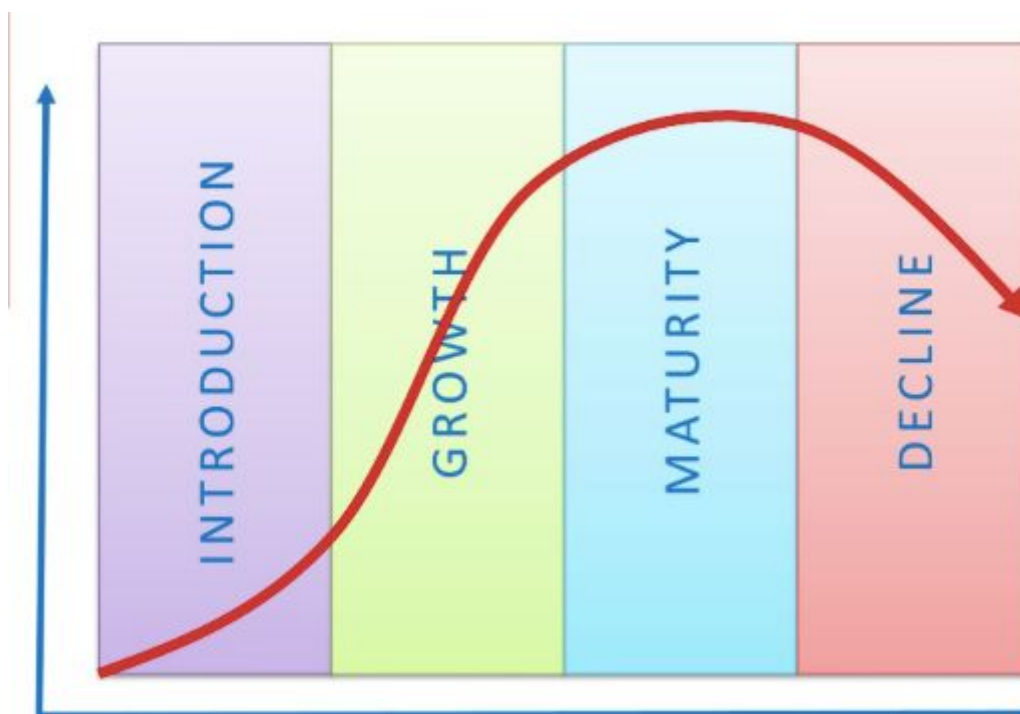
Product  
Price  
Place  
Promotion

The product is a good or service that is sold to consumers this product should meet what the customer needs/wants, it must be what the customer needs/wants otherwise they won't buy it

There are many stages a product must go through before it is released

Market research  
Prototype  
Test Marketing  
Changes made  
Method of production  
Price decided  
Place decided  
Promotion decided

They also have a product portfolio, they have a range of different products because it spreads the risk of the products failing, if one of the products fail it's not as big a deal because you have more.



1. Introduction, Growth, Maturity, Decline.

2. Introduction and growth
3. Maturity
4. Growth
5. Introduction: Kaleido Pump, Growth: Tandem T: Slim X2, Maturity: Medtronic MiniMed 670G, Decline: Medtronic MiniMed Paradigm 522

Introduction: None, Growth: Cola, Apple Watch, Maturity: iPhone 6s, Decline: Typewriter, MP3 Player, Floppy Disk, DVD Player