**Marketing 3.0**

In order to protect positioning, a social company must try to develop spirit of business as a factor of change. A typical change for a true social business, in contrast to other companies that are responsible for society and DNGs and for a social company to offer long term solution, in order to develop spirit of business at the base of pyramid.

For ex. Cooperative Group in United Kingdom has a link of factors of change deeply rooted in spirit of business of social companies. This way, it ensures a strong position as leader of commercial spirit. Compared to other retail sellers, it sells bigger quantities of products to other shops. It has chains of cafes that work correctly. Moreover, with a plan of Community Dividend, clients can donate money for grow of community at the same time.

**Mix of Marketing and sales**

The change of company must be reflected in its mix of marketing. Its products should be those that currently are not available to clients of low income. Price must be affordable, Remember that the most important thing for clients of low income is that price should be affordable, not just low price. Andre and Herrero claim that in the frame of poverty, price should be connected to Total Cost of Purchase, not just to price separately. Some clients of low income, especially those who live in small towns and villages usually make their purchases in cities; Total Cost of Purchase must include cost of transport as at the time of locomotion.