4 P’s Assignment

Name:

1. Pick two competing products (in the same industry) made by two different companies. Compare the 4 Ps of the two different products based on the information on their websites / product pages.
   * Think of yourself as the Marketing Manager. As a Marketing Manager how would you describe this product?
   * The name and industry of the product should be in the first row of the matrix.
   * The second row titled "Product" should have a description that explains the product or service.
   * You can refer back to the textbook for an understanding of each of the four P's to complete each portion of the matrix beyond a single sentence.
2. Look at the rubric to make sure you will get full credit for your work.
3. Proofread and submit your work.

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|  | **PRODUCT #1:** **Lancia Ypsilon 3**  **INDUSTRY: Automotive** | **PRODUCT #2:** **Volkswagen Polo**  **INDUSTRY: Automotive** |
| **PRODUCT** | The Lancia Ypsilon is a supermini manufactured and marketed by Lancia, now in its third generation and as of 2022, the marque's only model. The Ypsilon was released in 1995*.* | It is considered by many to be the best city car. You will take enormous pleasure in driving it and without forgetting its power: a 3-cylinder engine with 80 horsepower, 5 gear ratios, up to 100 km/h that can be reached in 15.5 seconds, a maximum speed of 171 km /h. |
| **PLACE** | Websites(Leboncoin), Garage, Reezocar | Websites(Leboncoin), Garage, Reezocar |
| **PROMOTION** | Advertising | advertising, public relation and direct marketing. |
| **PRICE** | 7000$ | 15000$ |