



# 7 P's of Marketing



# Marketing Mix

Is the set of marketing tools that  
✦✦ the firm uses to pursue its marketing ✦✦  
objectives in the target market.

# Marketing Mix (7Ps)



Product

Place

Price

Promotion

People

Packaging

Positioning



# 1. Product

Is anything that can be offered for satisfaction. It may be an idea, a physical entity, a service, or any combination of the three.



## 2. Place

It represents the location where the buyer and seller exchange goods or services. It is also called as the distribution channel. It can include any physical store as well as virtual stores or online shops on the Internet.

# Channel of Distribution

It is made up of people or organizations involved on the distribution process.



# *Types of Distribution Channels/Level*

# *1. Direct Channel (Zero Level)*



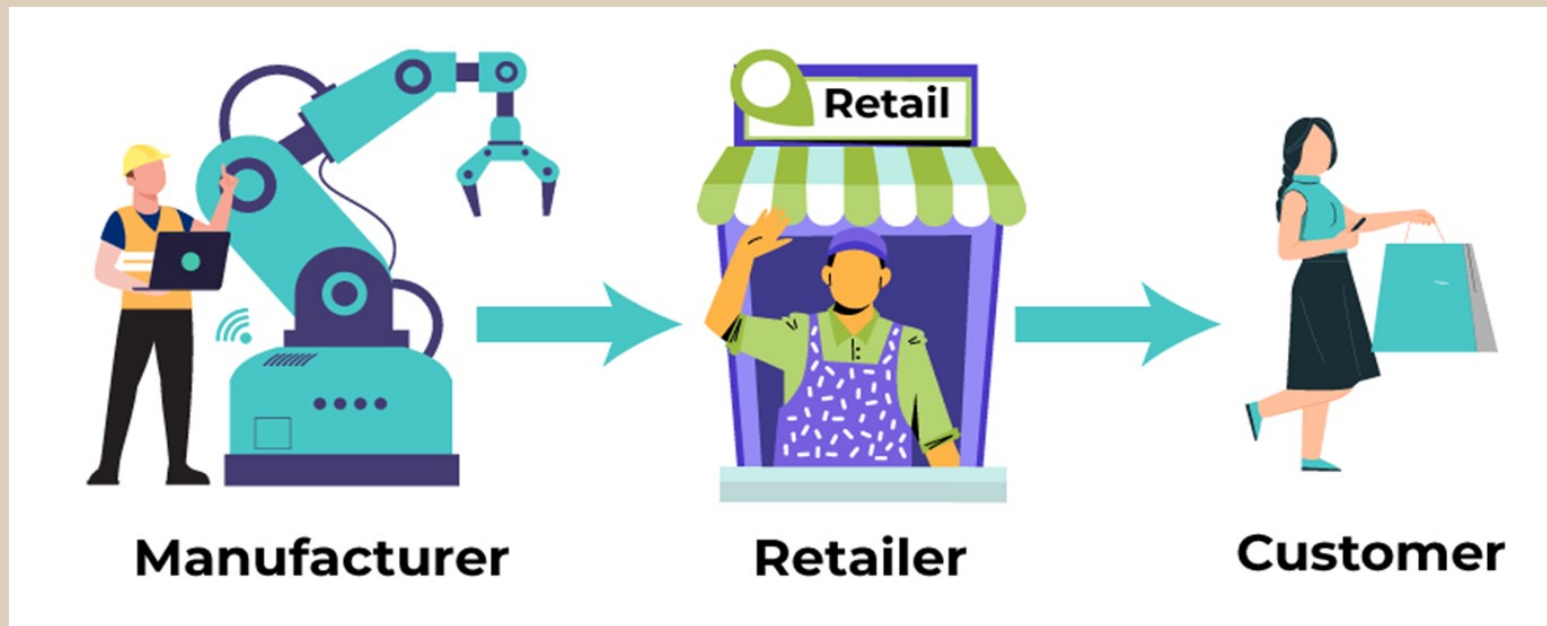
**Manufacturer**



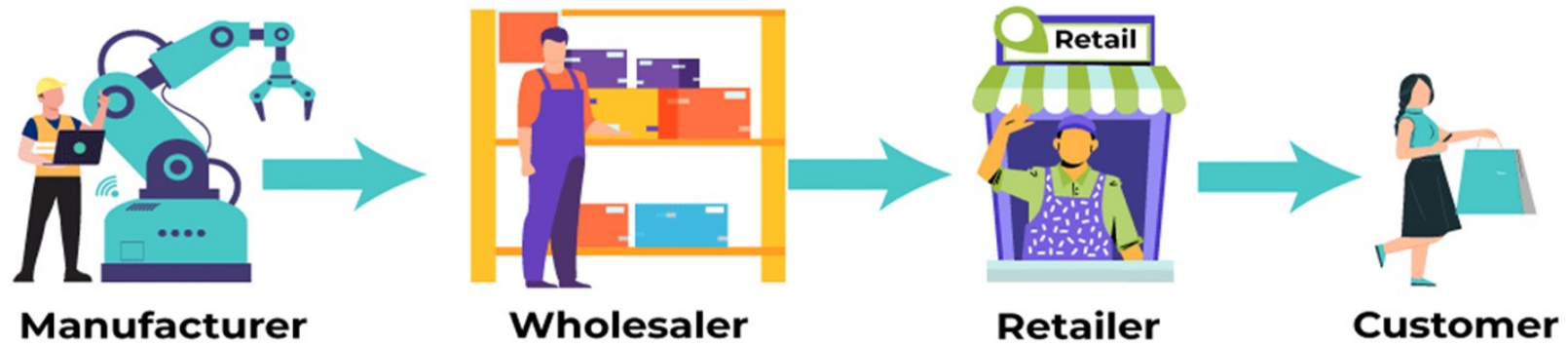
**Customer**



## *2. Indirect Channels*



*One-Level Channel*



*Two-Level Channel*



*Three-Level Channel*

# 3. Price

In the narrowest sense, price is the value of money in exchange for a product or service. Generally speaking, the price is the amount or value that a customer gives up to enjoy the benefits of having or using a product or service.



# The Different Pricing Strategies

- Penetration Pricing

- The price charged for products and services is set artificially low in order to gain market share. Once this is achieved, the price is increased.

- Skimming Pricing

- A company charges a higher price then slowly lowers the price to make the product available to a wider market because it has a considerable competitive advantage.

- Competition Pricing

- A pricing method in which a seller uses prices of competing products as a benchmark instead of considering own costs or the customer demand.

- Psychological Pricing

- Is the practice of setting prices slightly lower than rounded numbers, in the belief that customers do not round up these prices, and so will treat them as lower prices than they really are.

- Bundle Pricing

- The act of placing several products or services together in a single package and selling for a lower price than would be charged if the items were sold separately.

# 4. Promotion

✧✧ Refers to the complete set of activities, which communicate the product, brand or service to the user. The idea is to create an awareness, attract and induce the consumers to buy the product, in preference over others

# Promotional Mix

ADVERTISING

PUBLIC  
RELATIONS

PERSONAL  
SELLING

SALES  
PROMOTION

DIRECT  
MARKETING





# 5. People

✧✧ This consist of each person who is involved in the product or service whether directly or indirectly. People are the ultimate marketing strategy. They sell and push the product



## 6. Packaging

✧✧✧ Refers to the outside appearance of a product and how it is presented to the customers. Packaging is highly functional. It is for protection, containment, information, utility of use and promotion. ✧✧✧

# Five Basic Functions of Packaging

Protection

Containment

Information

Utility of use

Promotion



The background is a light beige color with decorative elements. At the top, there are dark red wavy lines. On the left and right sides, there are dark green leafy branches. The title '7. Positioning' is written in a large, dark red, cursive font. To the left of the title, there are three small, light brown star-like symbols.

## 7. Positioning

Positioning refers to a process used by marketers to create an image in the minds of a target market.





Thank You

