

## 4.5 The seven Ps of the marketing mix

# The big picture

Sandwich store Jimmy John's had a problem. The problem was its rival, Subway, one of the world's largest restaurant chains, operating over 21 400 stores in the USA alone. Subway had the best locations, a large marketing budget and economies of scale that helped it keep costs of production and prices low.

Jimmy John's – Hard Stop :30



**Video 1.** A Jimmy John's commercial advertising the company's fast delivery service.

If Jimmy John's was going to be successful, it needed to find a way to compete. After conducting some market research, the business discovered that the one thing Subway did not offer was delivery. This realisation would reshape the company and help it develop its own unique selling point: speed.

Over time, Jimmy John's developed a marketing mix based on this unique selling point. The stores recruited drivers and set up delivery networks. Competing on price became less important with the improved service, so the increased cost of delivery could be built into prices. In addition, locations were selected that offered good access to local transport infrastructure. Finally, the company's promotional messages focused on the time it could save its customers.

This approach worked. In 2022, there are over 2700 Jimmy John's stores across the USA, focused on servicing the company's unique selling point of 'Freakishly fast delivery'.

How do businesses find a gap in the market? How do they design their marketing strategy to send one clear message to their customers? This subtopic will investigate the main elements of the marketing mix. These include the seven Ps: product, price, promotion, place, processes, people and physical evidence.

## Concept

### Creativity

Creativity involves developing new ideas and considering existing ideas from new perspectives. Creativity is a key element in the marketing mix of goods and services. For example, businesses can create new products or find new ways to promote products and services. Businesses need creative employees to develop products and services that meet the needs of customers and the marketing objectives of the business.