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## 4Ps of Marketing

### 1. Product

- The item or service a business sells.
- It should satisfy customer needs or wants.
- Includes things like quality, design, features, brand name, and packaging.

**Example:** A mobile phone with a good camera and battery.

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### 2. Price

- The amount of money a customer pays for the product.
- It should reflect the product's value and match what customers can afford.
- Also includes discounts, offers, and payment options.

**Example:** Offering a product at a lower price during a sale.

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### 3. Place

- Where and how the product is sold to customers.
- Includes physical stores, online websites, and delivery options.
- The goal is to make it easy for customers to find and buy the product.

**Example:** Selling a product both in shops and online.

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### 4. Promotion

- How the business tells people about the product.
- Includes advertising, social media, special offers, and public events.

- The aim is to increase awareness and sales.

**Example:** Running a TV or online ad to show a new product.

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## 4As of Marketing

### 1. Acceptability

- The product must meet customer needs and expectations.
- It should be of good quality, useful, and reliable.
- Customers must be willing to use or buy it.

**Example:** A healthy drink that tastes good and is made from natural ingredients.

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### 2. Affordability

- The product must be priced so customers can afford it.
- Includes not just the price, but also payment options and value for money.

**Example:** Offering different pack sizes or easy payment plans for a product.

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### 3. Accessibility

- The product should be easy to find and buy.
- It should be available in places where customers live or shop.
- Includes both physical and online access.

**Example:** Selling a product in local stores and on a shopping app.

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### 4. Awareness

- Customers should know about the product and understand its benefits.

- Done through advertising, social media, and other communication.
- Awareness helps build trust and interest.

**Example:** Sharing product info through YouTube videos or posters.

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## **Additional Ps of Marketing –**

### **1. People**

- The people involved in delivering the product or service.
- This includes employees, sales staff, and customer support.
- Good service and skilled staff improve customer experience.

**Example:** A helpful store worker who assists you in choosing the right product.

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### **2. Processes**

- The steps and systems used to deliver the product or service.
- Should be smooth, fast, and customer-friendly.
- Good processes help avoid delays and improve satisfaction.

**Example:** A fast and easy online checkout system.

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### **3. Programs**

- All activities and efforts used to build relationships with customers.
- Includes marketing campaigns, loyalty programs, events, and promotions.
- Helps create a connection with customers over time.

**Example:** A coffee shop offering a loyalty card that gives a free drink after 5 purchases.

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# Marketing Environment –

## 1. Micro Environment

These are the factors close to the company that affect its ability to serve customers.

### Major Components:

- **Company:**  
The internal environment – departments like management, finance, marketing, etc. – all work together to create value for customers.
  - **Suppliers:**  
Provide the materials and resources needed to produce goods or services.
  - **Marketing Intermediaries:**  
Help the company sell and deliver products to customers (e.g. wholesalers, retailers, delivery services).
  - **Competitors:**  
Other businesses selling similar products or services. Companies must stay better or different to succeed.
  - **Publics:**  
Groups that can influence the company (e.g. media, local communities, government, investors).
  - **Customers:**  
The people or businesses who buy the product. Understanding customer needs is the key to success.
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## 2. Macro Environment

Larger forces outside the company that affect the whole market.

### Major Components:

- **Demographic Environment:**  
Information about the population, like age, gender, education, and income.  
Helps companies know who their customers are.
- **Economic Environment:**  
Factors like income levels, inflation, employment rates.  
Affects how much people can spend.

- **Natural Environment:**  
Natural resources, climate, and environmental concerns.  
Companies must be aware of sustainability and resource limits.
- **Technological Environment:**  
Changes in technology that can create new products or new ways to sell.  
Businesses must keep up with innovation.
- **Political Environment:**  
Government rules, policies, and stability.  
Affects how businesses operate and what laws they must follow.
- **Social-Cultural Environment:**  
Society's values, beliefs, attitudes, and lifestyles.  
Companies need to respect cultures and social norms.