

The Extended Marketing Mix Or 7ps of Marketing

Name of the P	Product Name	Service Name
Product: The product or service that the customer buys.	Metal Cave Gym. The product is the gym itself.	Electrical services for home and office.
Price: How much the customer pays for the product.	Customer pays monthly 1000 bdt. Which is cheaper than other gyms who are selling for 2 to 5 thousand per month.	Competitive price with local electricians. Which is slightly higher than local electricians with added benefits for customers.
Place: How the product is Distributed to the customer / where the customer finds the product.	Adabor Dhaka. Just beside the main road and Adabor thana.	Service person comes home and performs the
Promotion: How the customer is found by business & persuaded to buy.	Facebook Promotion. Recommended by Gym users.	Facebook Campaign Youtube Campaign Ads in newspaper
People: The people who is in contact with customers in delivering the product.	Certified Gym trainers. Trainers are helpful, friendly, dedicated and well-behaved.	Trained call service person. Certified electricians who are trained in customer service.
Process: The systems and processes that deliver a product to a customer.	A digital database and progress card is maintained for users. The Gym is open and functional everyday 10 am to 11 pm.	Android app, Web based app. Direct Call to service number.
Physical Evidence/ Physical Environment The elements of tangible environment the customer experiences in regards to the product or service.	Tangible parts of the product are clean gym, nice equipment's, steam bathroom, spacious auditorium.	Good interface of the app. Well behaved service person. Skilled service persons satisfy customer with their electrical repairing needs.