

The Extended Marketing Mix Or 7ps of Marketing

| Name of the P | Product Name | Service Name |
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| Product: The product of 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 we find 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 & persuaded to buy. | Facebook Promotion. Recommended by Gym users. | Facebook Campaign Youtube Campaign Ads in newspaper |
| People: The people who make 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. | 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. |