The 4 P’s of Marketing (Key)

Complete each section with the correct answers from the slide presentation.

Product
- Includes all activities involved in development
- Keep target market in mind
- Look for changes in wants and needs of target market
- Make changes if necessary

Price
- Know costs and profit goals
- Know what competitor’s charge
- Set the exact price

Promotion
- Advertising
- Communication with customers
- Public relations
- Sales
- Sales promotion

Place
- Key factor in determining success of the business
- Location, location, location!
- Where is the right place?