MARKETING MIX DECISIONS

4 P'S OF MARKETING



DECIDE BETWEEN:

- DIFFERENTIATION STRATEGY
- LOW COST STRATEGY



DECIDE BETWEEN:

- PRICE SKIMMING
- PRICE PENETRATION



A SUBJECTIVE MIX OF:

- ADVERTISING
- SELLING
- PUBLIC RELATIONS
- SALES PROMOTIONS



DISTRIBUTION DECISIONS:

- CHANNEL OF DISTRIBUTION
- MARKET COVERAGE
- LOCATION
- LOGISTICS

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S Ben Porath

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