



RAQUEL M.R. THOMAS

BUSINESS MASTERMIND

4 MARKETING P'S WORKSHEET

The 4 Marketing P's is the essence of marketing: making your product attractive to the right people through pricing it correctly, putting it in the right places, and promoting it effectively.

PRODUCT

What are you going to sell? Is it a product or service? What makes it unique? Why should the world want what you have to offer?

PRICE

How much will you sell your product or service for? Is it more or less than the competition? Will your customers be able to afford it? Will you be able to make a profit?



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PROMOTION

How will you get the word out about your product or service?

PLACE

Where will you sell your product, or where will your service be available? How will customers access your product or service?