The Market Mix:

Price - refers to the price in which the product is being sold at, link to the market research pack and explain the reasons for the cost being set at this rate (remaining price competitive) Identify USP

Product - refers to what the company produces, link to the market research pack and explain why this has been chosen (adapt range for target market)

Place - refers to where the customer makes their purchase, whether it is a physical store or online, explain why this has been the chosen method to sell their products (are you going to be an online website as well)

Promotion - refers to how the customers are going to know about the product and the price as well as the correct location. How through the market research how you are going to spread awareness, interest, desire and action (Instagram, Facebook, Twitter)

People - refers to the people that are employed by the company who will be interacting with customers and is the ‘face’ of the organisation (Staff members employed)

Processes - refers to internal processes needed to produce service or product (Staff training procedures for training)

Physical – refers to where the consumers can contact the company for reassurance that the product is real, will the product be packaged a certain way to gain interest (websites, images and webpages)

* Consider each of the 7p’s
* Link each to your aim, specific objectives and the marketing message (justification)
* Remember to use all evidence from the research pack throughout for your decisions
* MUST cover all areas of the marketing campaign, refer to selected media, justify choices and ensure balanced marketing mix

Activity One:

* Introduction
* Aims and Objectives (3-5 objectives) (Good development and evaluation)
* Marketing Message (What you want to communicate to consumers, why you have chosen this message – link to aims and objectives, the business and market research. How will you deliver this message – social media? What are you going to include (colour, font, images)
* Market Research (Primary, Secondary, Qualitative and Quantitative) (MENTION RELIABILITY AND VALIDITY) mention strengths and weaknesses of the research found/provided
* Market Size, Trends and Structure
* Competition
* Situational Analysis (SWOT, PESTLE)

Activity Two:

* Marketing Mix – 7p's
* Marketing Message (What social media is used and the cost)
* Selection of media
* Budget
* Timescale
* Conclusion





