

The Marketing Mix

Marketing

The four Ps, and the three more that services added.

The elements and the decision each carries.

Element	Decides
Product	What is offered, and what it does
Price	What is charged, and what that signals
Place	Where and how it is bought
Promotion	How it is made known
People	Who delivers it
Process	How the service is performed
Physical evidence	What makes an intangible tangible

The commonest strategic error is a mix that contradicts itself: a luxury position sold through discount channels.