The Business Community

7Ps of Marketing

Price
Amount paid by customer, considering costs and value.

Promotion
Communicating product benefits to persuade purchases.

Process
Methods ensuring consistent and efficient service delivery.

Product
Item or service meeting consumer needs.

Physical Evidence
Tangible aspects supporting the service experience.

Place
Getting the product to the consumer via distribution.

People
Staff involved in providing, selling, supporting product/service.

Link to video: https://www.youtube.com/watch?v=tBmaIIKT1fQ