



## Marketing mix — product

#### **Boston matrix:**

 analysing products — dogs, cash cows, question marks and stars

#### Product life cycle:

stages a product passes through

## Marketing mix — price

There are different methods of pricing:

- price skimming
- penetration pricing
- competitive pricing
- loss leader
- cost plus pricing

## What influences price?

- Costs of production.
- Competitors' prices.

Can you think of any other influences?

## Marketing mix — promotion

Businesses can promote products by:

- advertising
- personal selling
- public relations
- sales promotions

## Marketing mix — place

Describes the distribution channel.

- Direct to customers.
- Using wholesalers and retailers.

**How does Dell distribute its products?** 

#### Other methods of distribution

- Mail-order businesses.
- Telesales.
- Online selling.

### Wholesalers and retailers

- These help to distribute products to customers.
- Using them can reduce the producer's profits.

#### The choice of distribution method

#### Depends on:

- costs
- level of control
- the type of product