

```
graph TD; MM([Marketing mix]) --> Product; MM --> Price; MM --> Promotion; MM --> Place;
```

Marketing mix

Product

- Product variety
- Quality
- Design
- Features
- Brand name
- Packaging
- Sizes
- Services
- Warranties
- Returns

Price

- List price
- Discounts
- Allowances
- Payment period
- Credit terms

Promotion

- Sales promotion
- Advertising
- Sales force
- Public relations
- Direct marketing

Place

- Channels
- Coverage
- Assortments
- Locations
- Inventory
- Transport

Basic Marketing A Managerial Approach

Edmund Jerome McCarthy



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