



CONCEPT REVIEW PRESENTATION

TOPIC : 8Ps OF MARKETING MIX



INTRODUCTION

- *Set of marketing tools that the firm uses to pursue its marketing objectives in the target.*
- *In services marketing, an extended marketing mix is used, typically comprising **7 Ps**, made up of the original 4 Ps extended by process, people, and physical evidence. Occasionally service marketers will refer to **8 Ps**, comprising these 7 Ps plus performance.*



MARKETING

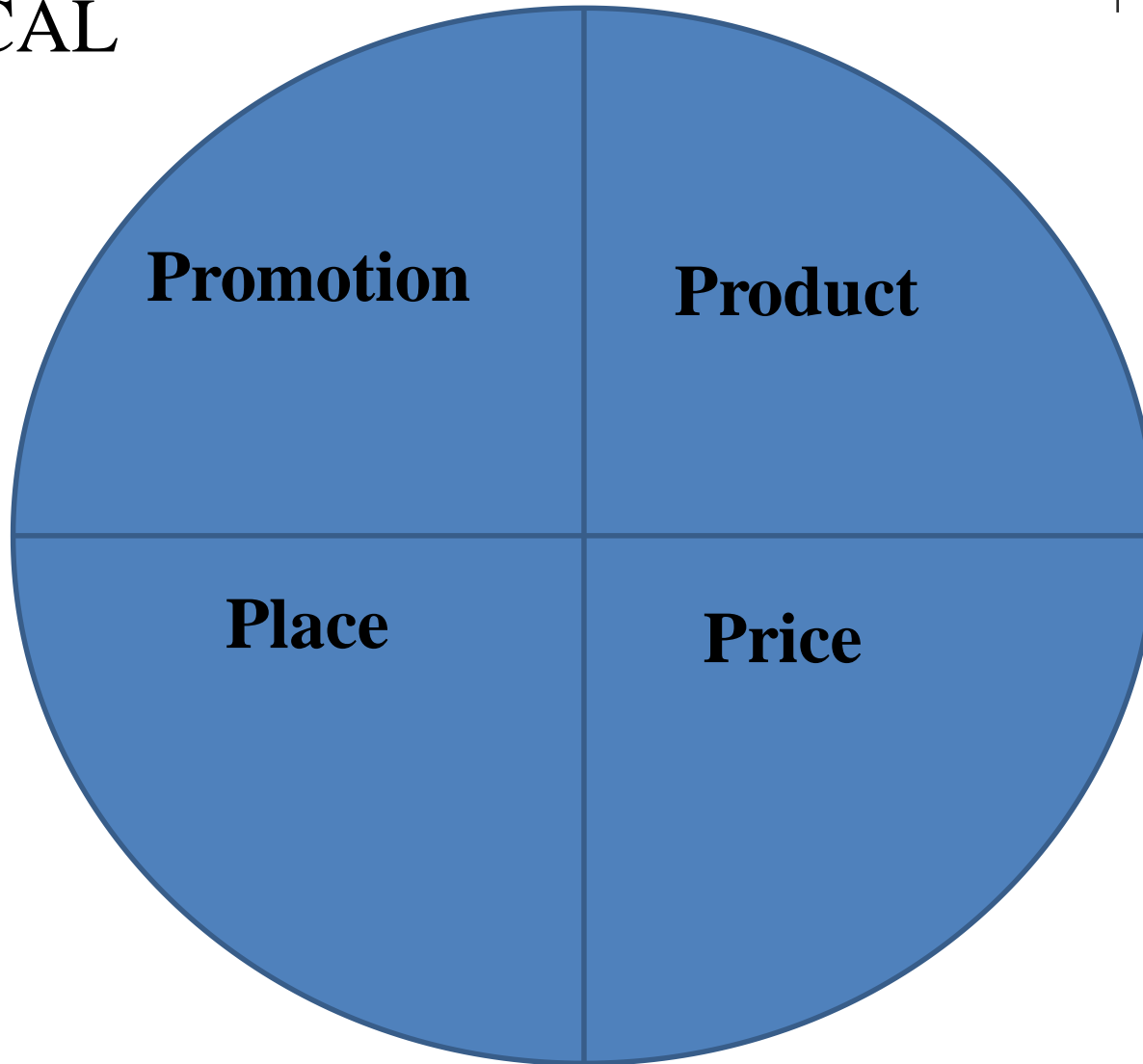
The RIGHT product,
in the RIGHT place,
at the RIGHT price at
the RIGHT time!

(Adcock, Halborg and Ross, 2001)

CLASSICAL



ISOmantra
Aim • Adapt • Achieve





Extended Marketing Mix

Product

Price

Place

Promotion

People

Process

Physical Evidence

Productivity & Quality

* Service
sector



Product

Design

Technology

Usefulness

Convenience

Value

Quality

Packaging

Branding

Accessories

Warranties





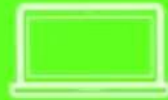
Price

Cost Plus
Consumer-Led
Competitive
Penetration
Skimming
Premium
Economy





Place



Wholesalers
Own Store
Direct Sales
Online Sales
Party Plans
Mail Order





Promotion



Advertising



Public Relations

Sponsorship



Sales Promotion



Personal Selling

Direct Mail



Digital Content



Social Media





People



**Advice and Sales Support
Customer Service
Aftersales backup**





Process





Physical Evidence

Packaging

Paperwork

(invoices/tickets/despatch notes)



Vehicle Signage

Internet/Web Pages



Furnishings

Brochures

Uniforms

Buildings

(Offices/Headquarters)

Awards





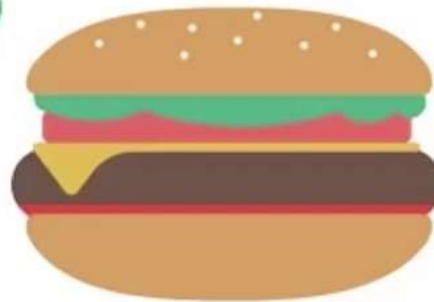
The 8th P:

- In services management, often the variable costs are a lot more than fixed costs, and so incremental costs, if managed properly can have a huge impact on productivity. So for services, a firm may greatly benefit through proper re-engineering of processes and remodelling the same if required to improve productivity at each stage.





Product



e







Place





Promotion





People







Physical Evidence





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Key Applications

Strategic Planning

Gap Analysis