




# 8Ps OF MARKETING

Prepared  
by



Rimjim Bhuyan  
Asstt. Professor  
TTM

# 8Ps OF MARKETING



## PLACE

- Retail
- Whosale
- Local- Export
- Internet

## PRODUCT

- Design, technology
- Useability
- Usefulness
- Solves pain
- Value
- Quality
- Brand
- Warranty

## PRICE

- Penetration strategy
- Cost-Plus
- Loss leader
- more

# Target Market

## PROMOTION

- Advertising
- Recommendations
- Special Offers
- Gifts
- User testing

## PHYSICAL EVIDENCE

- User stories
- Recommendations
- Office premises
- Buzz

## PEOPLE

- Founders
- Employees
- Culture
- Customer service

## PROCESS

- Service delivery
- Complaints
- Response time

**Product** includes use, design, packaging, quality, features, colors & size options.

**Price** depends on packaging (including sizes), discounts, timing, location, shipping & other offer-related elements.

**Place** includes retail, digital, phone, chat, fax & multi-channel options.

**Promotion** consists of content, communications & messaging to persuade audience to buy.

**People** includes everyone your business touches.

**Principle** means your business must stand for something more than making a profit.

**Process** focuses on technologies to improve customer experience.

**Performance** means measurable results aligned with financial & strategic objectives.