

THE MARKETING MIX



Business Idea: _____

PRODUCT OR SERVICE

What is it? Why do people need it?
What is your unique selling point (USP)?
How are you considering the environment?

PRICE

What is the price you would charge?
Why did you choose this price?
What is the price of your competitors?
Is it affordable to customer?

TARGET MARKET

Who will buy it? Who will use it?

PLACE

Where are people going to be able to
Buy your product or service?
Why do you choose to sell it there?

PROMOTION

Where are you going to advertise?
Why are you going to advertise there?
How are you going to tell people about it?