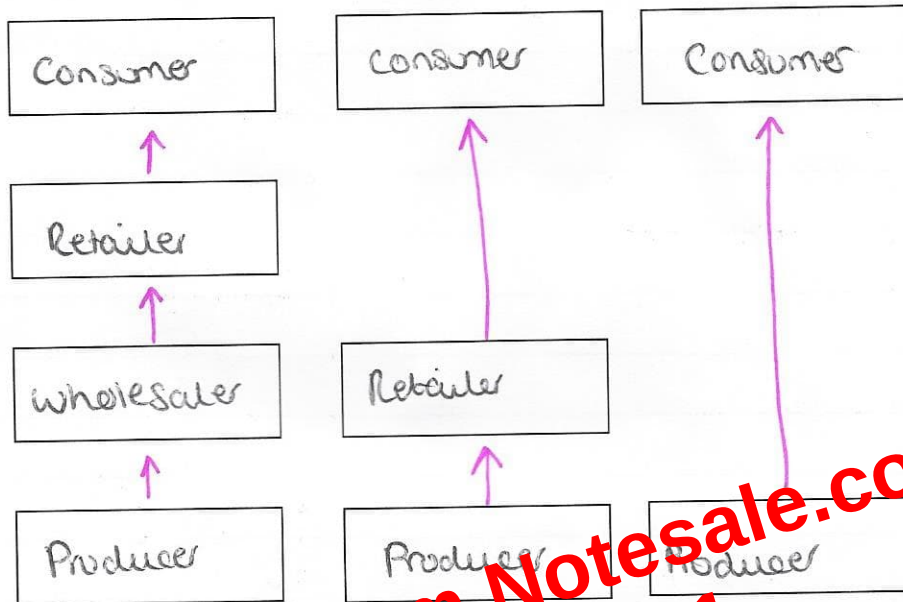


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Place - The way in which the product is distributed – how it gets from the producer to the consumer



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Promotion - Communication between the business and customer to make the customer aware of the product, tell them about the product and persuade them to buy the product.

Types of promotion:

Advertising: Is any non-personal, ^(not face to face) paid form of communication using any form of mass media.

Public relations: Involves developing positive relationships with the organisation, the media and the public. The art of good public relations is not only to obtain favourable publicity within the media, but it is also involves being able to successfully handle negative attention.

Sales promotion: Commonly used to increase sales in the short term. Could involve using money off coupons or special offers.

Personal selling: Selling a product or service ^(avon representatives) face to face.

Direct mail: the sending of promotional material to a named person. /