

II. Marketing Strategies

A. Price

1. Affordable
2. Discounts or Freebies
3. Sale or Wholesale

B. Place

1. Accessible
2. Convenient/Visible
3. Organized/Clean

C. Promotion

1. "Word of Mouth"
2. Advertisement
3. Flyers/Tarps or Posters

D. People

1. Customers
2. Employees/Staffs
3. Stakeholders

E. Products or Services

1. Unique
2. High Quality
3. Packaging or Presentation

F. 5Ps Question Table (to question what kind of 5Ps would you look when starting your own business)

5Ps	QUESTIONS
Price	
Place	
Promotion	
People	