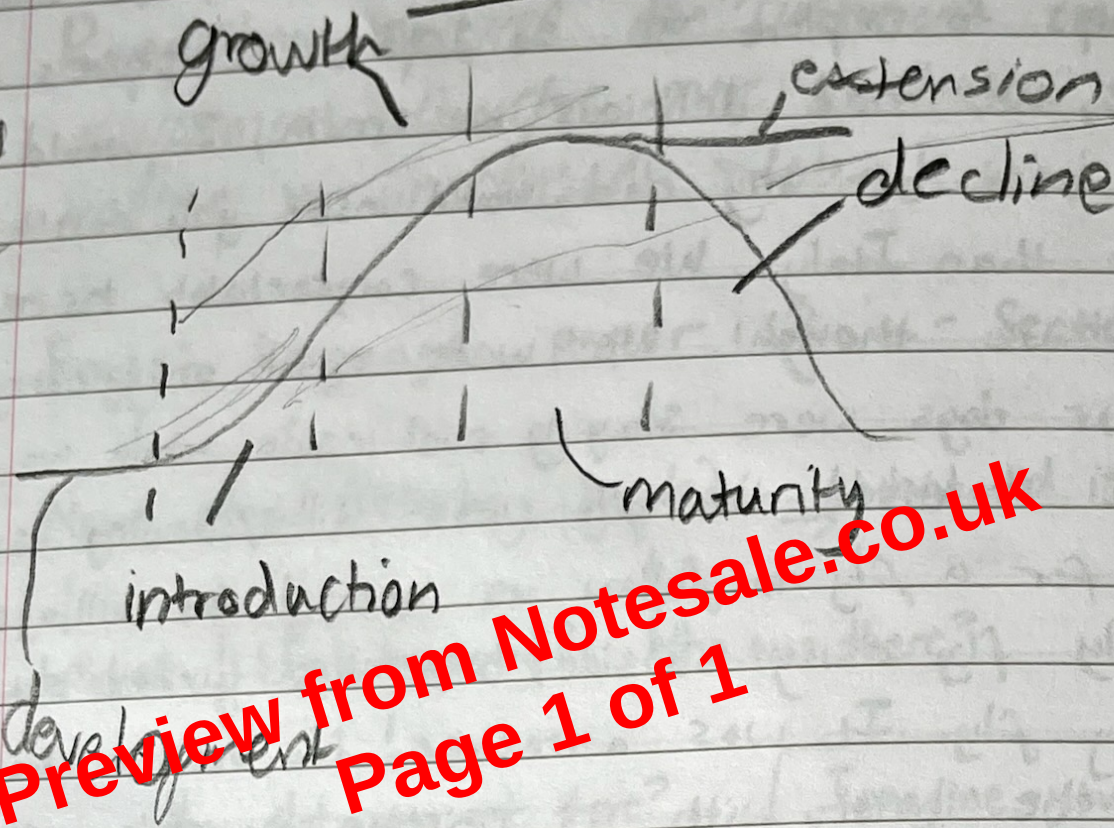


Business

Product
life cycle



Marketing
mix

- price
- product
- place
- promotion

Preview from Notesale.co.uk
Page 1 of 1

Differentiation USP because competitive adv therefore higher revenue leading to higher profit

Promotions strategies

- advertising
- sponsorship
- product trials
- special offers
- branding → franchises

Price

