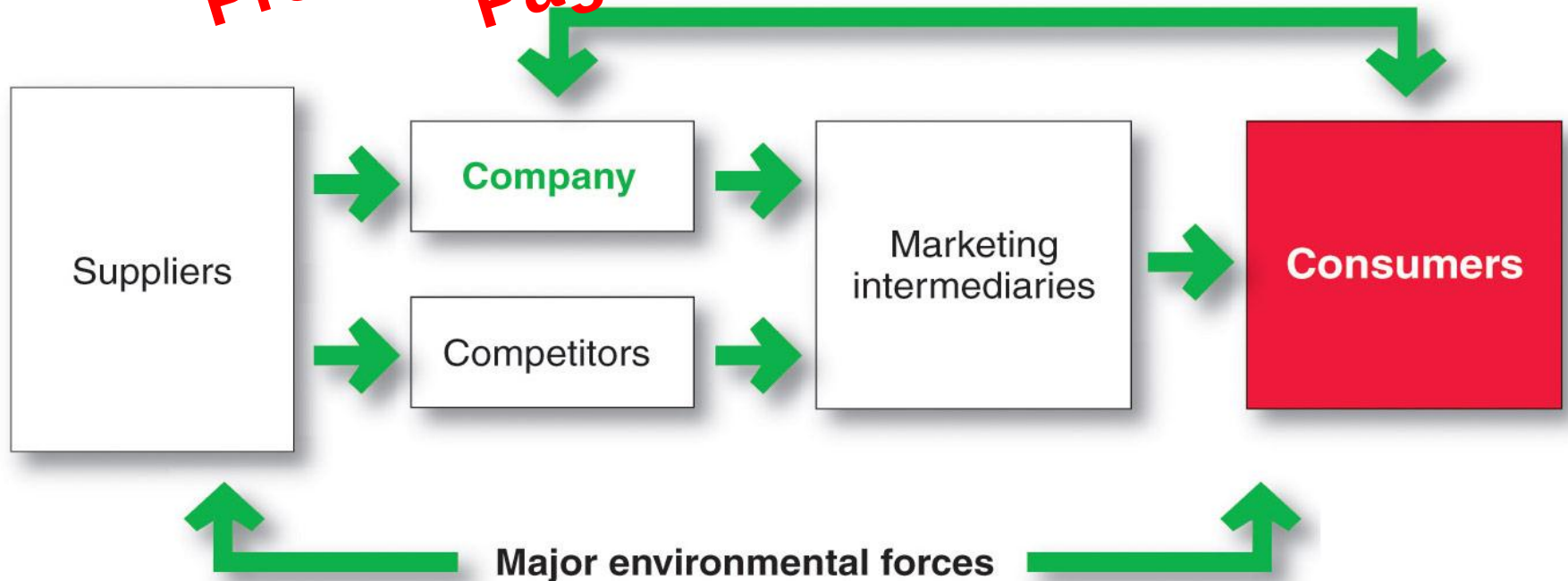


Modern Marketing System

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Basic Business Principles

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Value proposition Set of benefits or values a company promises to deliver to customers to satisfy their needs



It's a fuel-efficient fan favorite. Chalk it up to the smart fortwo's innate charm. Superb Mercedes-Benz engineering. Vast amounts of head and legroom. Exceptional safety ratings. And of course, its EPA-estimated 41 mpg highway. The smart fortwo is the guilt-free, 95% recyclable way to go from your driveway to virtually anywhere. And every mile, every turn, every stop along the way is fun. Sorry, big guy. Efficiency is in these days. smartusa.com

Marketing Mix and Program

Integrated marketing program:

comprehensive plan that communicates and delivers the intended value to chosen customers.