

ANALYSING YOUR MARKETING MIX



EP REFERENCE

This resource is best used after listening to Episode 3



1. PRODUCT

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2. PRICE

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3. PLACE

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4. PROMOTION

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CONTINUE TO COMPLETE IF YOU ARE ANALYSING A SERVICE OFFERING

5. PEOPLE

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6. PHYSICAL ENVIRONMENT

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7. PROCESS

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Changing any element of the marketing mix will affect how your target audience perceives your offering. Remember, while it is important to complete this for your business, it can be a great tool for analysing how you compare to your competitors by filling out on their behalf!

- Daniel Oyston

