



## Marketing Accomplish - Marketing 4Ps - Quick Guide

<b>Product or Service</b>	How does it meet your target customer needs? How is this different from your competitors?
<b>Place</b>	Will your target customers find your product / service where they frequent and make purchases?
<b>Price</b>	How will you set your price so that your target customers deem your offering priced appropriately according to value?
<b>Promotion</b>	How will your marketing communications touch and make an impact on your target customers - which channels, when?