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| Product (or service) | <p>What do you want the customer to do with the product/service? What needs do the product/service meet? What features of the product/service meet the customer's needs? Are there any features that we forgot? Are there expensive features that the customer will not use? How and where will the customer use the product/service? What does the product look like? How will the customer experience the product? How is the product packaged? What size, colour, etc. should the product have? What variants should the product be offered in? What should we name the product? How should the product be branded? Is it a part of a known product program, or should it have its own brand? How do we differentiate the product from our competitors' products?</p> |
| Place (distribution) | <p>Where will customers look for the product/service? If customers expect the product in a store, what kind of store are we talking about? A specialised business, a supermarket, or both? Or online? Or directly via a catalogue? How can we get access to the right distribution channels? Do we need a sales force and/or need to participate in trade fairs? What do we think the competitors are doing and how can we learn from it and/or differentiate?</p> |
| Price | <p>What value does the product/service have for the customer? Is the product price sensitive? Will a slight decrease in price give us increased market share? What prices and discounts should we offer for the different segments on the market? How is our price compared to that of the competitors?</p> |
| Promotion | <p>Where and when can we get our marketing messages to the target audience? Will we reach our audience by advertising in the press or on the Internet, TV, radio or using posters? When is the best time for marketing? Are there seasonal fluctuations in the market? How do competitors implement their campaigns? How are we going to compete?</p> |

FIGURE 10.41
The Four Ps' checklist.