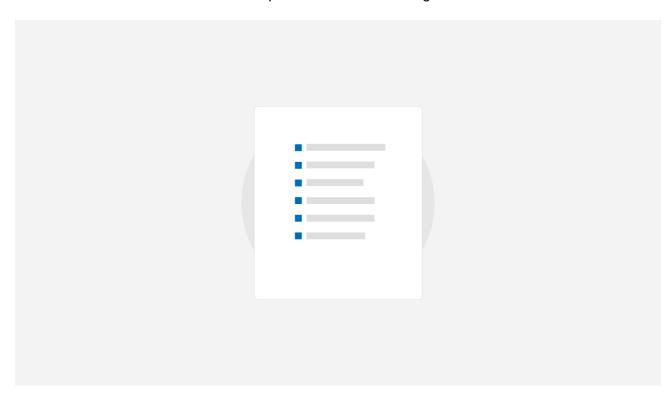
## 7P's of Marketing

In today?s digital world, various business domains globally are trying to make their brand presence and performance outstanding.



## Price Margin Cost Selling below cost Charm pricing (i.e '9' & '99') Place Retail Online Peer Direct sales Product Value Branding Packaging

Technology

Physical environment	
Facilities	
Comfort	
Promotion	
Special Offers	
Free trials	
Advertising	
Process	
How services are consumed?	
Relevant to service	
Industries	
People	
Management	
Customer service	
Employees	Make and Share Free Checklists checkli.com