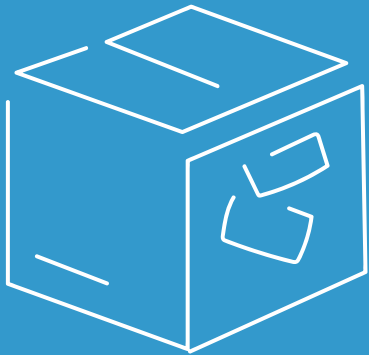


The 4 Ps of Marketing

A MARKETING MIX FOR PLANNING AND DECISION-MAKING



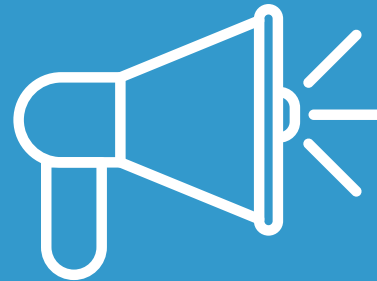
1

PRODUCT



2

PRICE



3

PROMOTION



4

PLACE

Source: Basic Marketing - A Managerial Approach, E. J. McCarthy