



UNIT 5 - MARKETING MIX - FMI II 2019

Study this set online at: <https://www.cram.com/flashcards/unit-5-marketing-mix-fmi-ii-2019-10409739>

Marketing mix

is the combination of techniques used to market a brand. The techniques are often called the Ps

Product

what you sell, and the variety or range of products you sell

Price

how much the product or service costs

Place

where you sell the product or service. This means the location of your shop or outlet, or the accessibility of your service - how easy it is to access

Promotion

how you tell consumers about the product or service

People - (employees)

a person employed for wages or salary, especially at non-executive level and how are they different from the competitors`

Physical presence

how your shop or website looks

Process

how your product is built and delivered or how your service is sold delivered and accessed



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Physical evidence

how your service becomes tangible

Quality

how good or bad something is

Branding

The activity of connecting a product with a particular name, symbol, etc. or with particular features or ideas, in order to make people recognize and want to buy it

Reputation

the opinion that people have of someone or something, based on past behaviour or character

Accessibility

how acceptable is the product, and do people approve of the product

Customer needs

is a desire that causes a customer to buy a product. If customers buy products to satisfy needs, then needs provoke customers to buy products.

Cost to user

does the customer perceive the cost of the product as fair, or is it too expensive.

Convenience

how convenient is it to find your product. Is it easy or does the customer have to make an effort.



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Communication

how should you communicate with your customers

Acceptability

how acceptable is the product, and do people approve of the product? Is it socially acceptable - fashionable and attractive? Does the product respect the laws of the country - is it legally acceptable

Affordability

does the customer have enough money to buy the product - can he/she afford the product

Accessibility

is the product easy to access? is the product accessible for people with disabilities?

Cost to user

does the customer perceive the cost of the product as fair, or is it too expensive

Awareness

how many people know about, or are aware of the product
is awareness high

Objects

what do you sell
how is it manufactured or made
Is it a high quality product or is it bottom end

Objectives

revenue objectives concern the income you want to generate. Price objectives concern the price you want to sell at



Organization

how should you organize the sale and distribution of your product?
Which distribution methods will work best.

Operations

the fact of operating or being active / a business organization
the activities involved in a company producing goods or delivering services

Point of purchase POP

display is marketing material or advertising placed next to the merchandise it is promoting. These items are generally located in the checkout area or other location where the purchase decision is made.

Point of sale POS

is the time and place where a retail transaction is completed

A gondola

a large set of shelves on which goods are displayed in a supermarket

A wall-mounted literature holder

a holder where are letters for customers ,

A hanging banner

It shows the logo and some information about company/product

A window display

paper that shows a discount or information placed on the shop window



A floor standing display

is a cardboard display stand used in retail stores to display products to customers

a basket liner

the first pop you will probably see in the advertising at the bottom of the basket

A dump bin

a container used to hold and display goods in a store

Shelf wobblers

a piece of printed paper or an electronic screen fixed to a shelf in a store, to bring attention to goods on that shelf

A totem

an object that is showing something

A counter top display

is a retail display unit normally placed on a shop counter to encourage consumer impulse purchases

A tent card

a card with printing on either side that may be mounted on a stand or placed on a flat surface. Tent cards are used to advertise, especially by restaurants to showcase their specials.

Street marketing

is marketing or promoting products or services in an unconventional way in public places. The main function of it is that the activities are done exclusively on the streets



Spread the word

to communicate a message to a lot of people

Word of mouth

Oral or written recommendation by a satisfied customer to the prospective customers of a good or service. Considered to be the most effective form of promotion

To build awareness

Establishing brand awareness, or knowledge of a product among the customers

To increase the purchase consideration

get consumers to consider buying a product

To create a buzz

to draw positive attention and interest in something, to create interest in a product or service

To establish a dialogue

with potential consumers - start talking and listening to people's opinions about the brand

Brand ambassadors

a person, especially a celebrity, who is paid to endorse or promote a particular company's products or services

Pass on - to carry

pass on the experience of product or brand to others



To build credibility

by convincing influential and trusted peer members

Peer members

people of the same age or with the same interests

Product sampling

is a sample of a consumer product that is given to the consumer free of cost so that he or she may try a product before committing to a purchase

Posting

or putting up stickers and posters

Collateral distribution

hand-to-hand distribution of flyers, postcards, leaflets and small gifts, also called giveaways or goodies

Cosumed actor

some figure which reminds on product also used for advertise

Wrapped vehicals

vehicals with brand logo for advertise

Giveaways

something that is given free to a customer



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Goodies

something especially attractive or pleasing