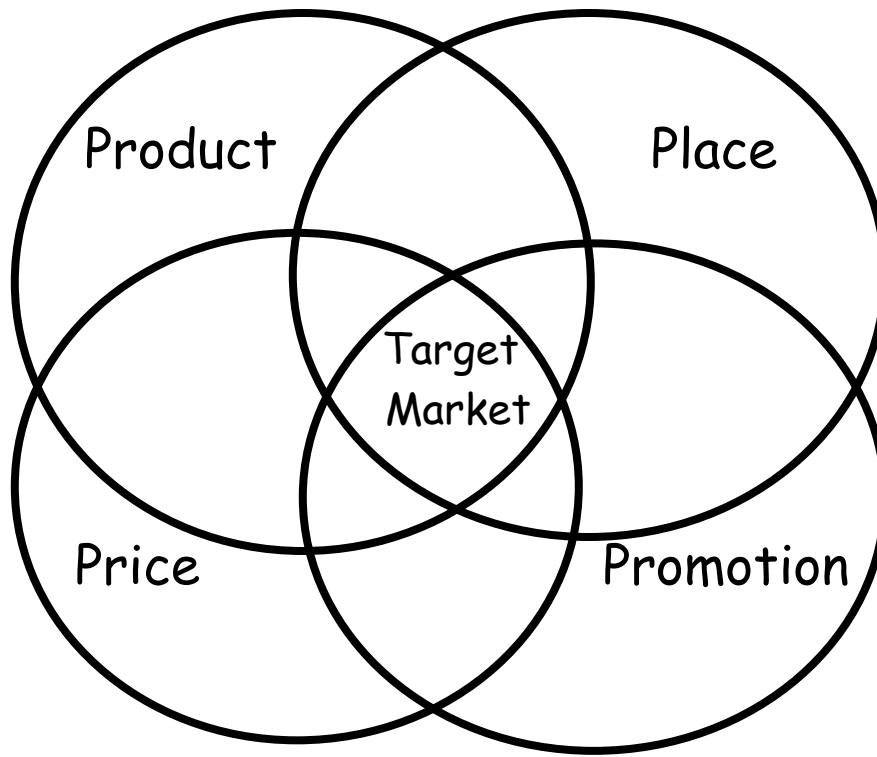


## The Four P's Review ~ Product, Place, Price, Promotion



**Product** - products and services, product development, quality, packaging, positioning

**Place** - location, distribution, transportation, order processing, inventory management

**Price** - determining the price, suggested retail price, seasonal pricing, sale prices, bulk discounts, strategies, policies

**Promotion** - creating the message, the media, advertising, publicity and public relations, sales promotion, personal selling