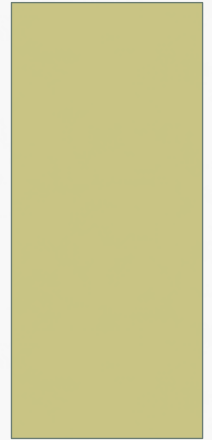


MANAGING THE  
MARKETING MIX:  
PRODUCT, PRICE, PLACE  
AND PROMOTION

UNDERSTANDING CANADIAN BUSINESS 7<sup>TH</sup> EDITION  
CHAPTER 15



# PRODUCT DEVELOPMENT AND THE TOTAL PRODUCT OFFER

- The only way to prevent losses to foreign producers is to design and promote better products, meaning products that are perceived to have the best **value** – good quality at a fair price.
- Eg Adapting products to new competition and new markets is an ongoing necessity - VoIP

# DEVELOPING A TOTAL PRODUCT OFFER

- also called a value package (consists on everything that consumers evaluate when deciding whether to buy something.

Price	Brand Name	Convenience	Package
Store surroundings	Service	Internet access	Buyer's past experience
Guarantee	Speed of Delivery	Image created by advertising	Reputation of producer

# PRODUCT LINES AND THE PRODUCT MIX

- Product Line – a group of products that are physically similar or are intended for a similar market. Eg P & G laundry and fabric care – Cheer, Tide and Ivory
- Product Mix- The combination of product lines offered by a manufacturer. Eg a bank's product mix may include savings product , credit products and a variety of other services.

# PRODUCT DIFFERENTIATION

- Is the creation of real or perceived product differences. Eg bottled water
- Packaging Changes the Product
  - Companies have used packaging to change and improve their basic product . Eg squeezable ketchup bottles , UPC for store inventory