

Marketing and Sales

BMGM5001

Week 3: Marketing Mix

Ben Chong

k.chong@uwtsd.ac.uk

Table of Content

1. The role of Marketing Mix
2. 4Ps
3. 7Ps

Marketing Mix

A **classification system** in Marketing

McCarthy's has survived and it has become the "dominant design" or "received view."

4Ps = McCarthy's formula

(van Waterschoot and van den Bulte, 1992)

4Ps

- Product
- Price
- Place
- Promotion



TARGET MARKET?

PRODUCT:

WATERPROOF PAPER

PRICE:

25 GOATS FOR A
SHIPLOAD OF BURGERS

PROMOTION:

FREE

P
PUB



EXTRA WATERPROOF

Product

- **Media networks: Walt Disney Television, Disney+**
- **Studio entertainment: Marvels, Animation**
- **Parks and Resorts: Walt Disney World Resort, Disneyland Paris, Hong Kong Disneyland**
- **Consumer Goods & interactive media: books, comics, magazines, videos, merchandise, Figures and so on**



F&B Product

- Selection of Dishes
- Size of Portion
- Taste
- Smell
- Appearance



Price

Price —The amount of money charged for a product or service, or the sum of the values that consumers exchange for the benefits of having or using the product or service (Kotler, Armstrong, Gary and Opresnik, 2021).

Price - Objective

- Profit maximization
- Profit margin maximization
- Sales Growth
- Market Share
- Survival



Pricing Factors

- ✓ **Cost** - Fixed and variable costs
- ✓ **Marketing Mix Strategy** - Price decisions coordination
product, placement and **promotion decisions** must be coordinated
- ✓ **Marketing Objectives**
- ✓ **Product Life Cycle** – Seasonal? Perishable?

Pricing Factors

- ✓ **Competition** - Blue or Red Ocean?
- ✓ **Target Market** – Who?
- ✓ **Economic Conditions** - Interest rate, Inflation, economic boom and recession
- ✓ **Government** – Legislation, Regulation

FAST FOOD

F&B Price

- Understandability of Price
- Bill Accuracy
- Value for Money
- Price Competitiveness



Place

- **Location**
- **Platform**
- **Channels**
- **Online**
- **Limited Location
(Limited Edition)**



F&B Place

- ✓ **View**
- ✓ **Indoor/ Outdoor**
- ✓ **Balcony**
- ✓ **Beach**
- ✓ **Special Location**







Promotional

- Marketing Campaign
- Channels



F&B Promotional

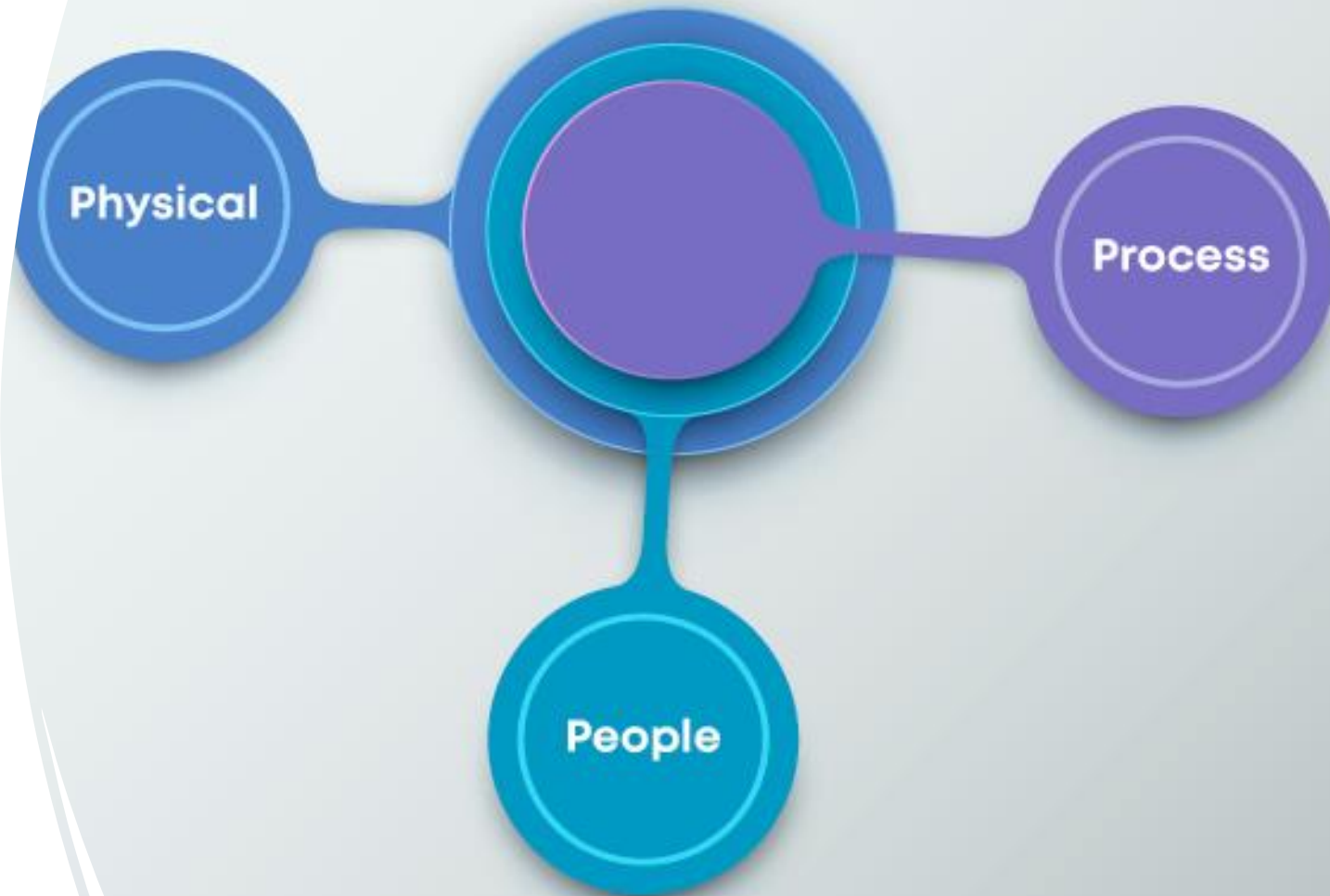
- ✓ Marketing signs
- ✓ Recommendation
- ✓ Special Offer
- ✓ Advertising



Marketing Mix

What are the other 3Ps?

- People
- Process
- Physical



People

All Employee who
contact to the customers



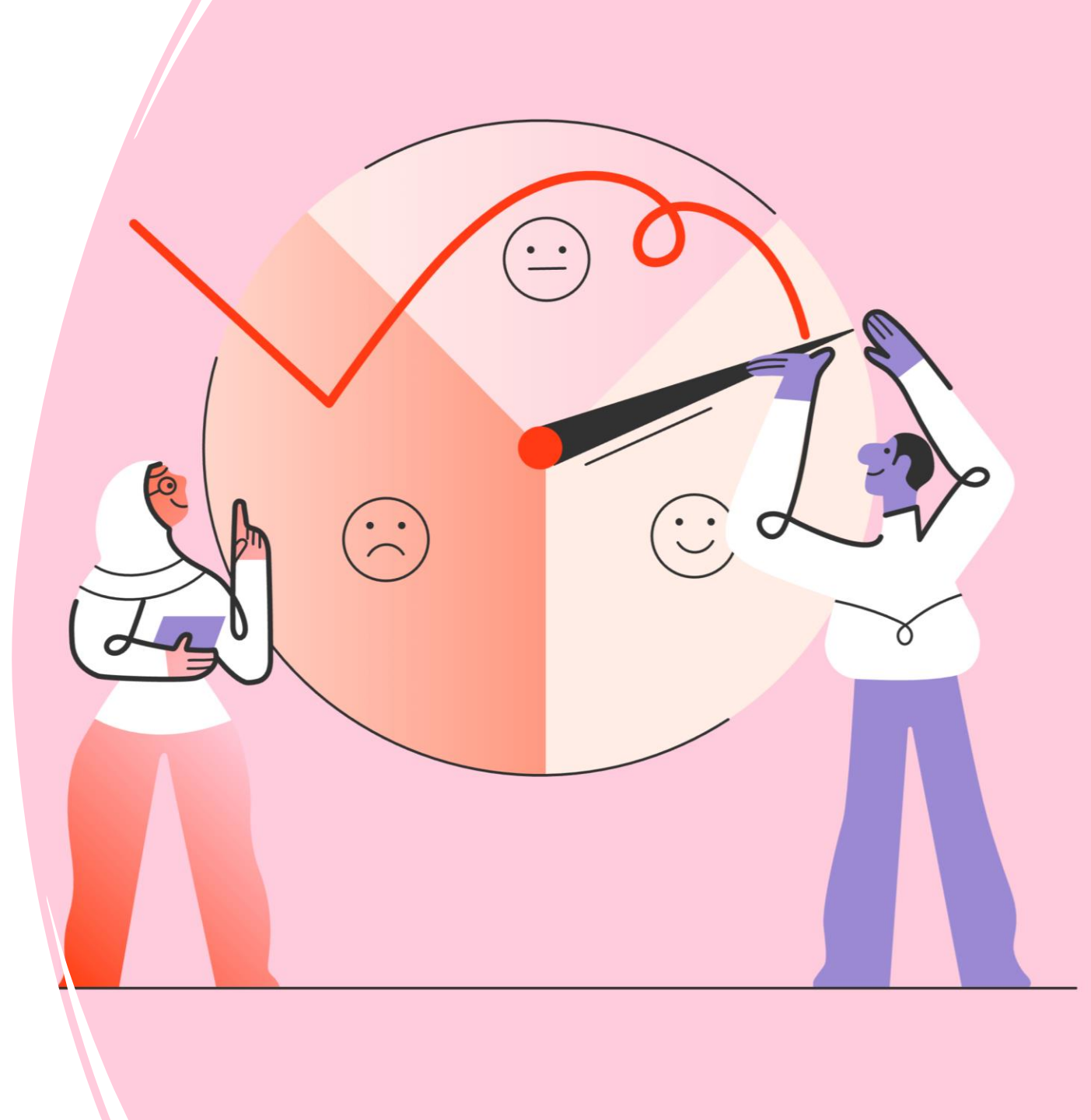
F&B People

- Sufficient Staff
- Presence of the Manager
- Distracting Presence of other customers
- Service



Process

- Waiting Time
- Logistics
- Convenient





- Environment
- Designing
- Atmosphere

Physical

Discussion

4Ps? or 7Ps?

4Ps

- Simplicity and easy for understanding
- Good pedagogic tool for introductory marketing

Activity – Presentation

- Prepare a presentation of 7Ps
 - How to promote a new restaurant product with 7Ps?

Next Week...

- Marco Environment Analysis
- PESTEL

List of Reference

van Waterschoot, W. and van den Bulte, C. (1992) 'The 4P Classification of the Marketing Mix Revisited', Journal of marketing, 56(4), pp. 83–93. Available at: <https://doi.org/10.1177/002224299205600407>

Kotler, P., Armstrong, G., Gary M. and Opresnik, M.O. (2021) Principles of marketing. Eighteenth edition, Global edition. Harlow, Essex ;: Pearson Education Limited.



