

Which is the most important P?
Product, Price, Placement or Promotion



Price Rule: For *Immediate Performance*

Nail the 'Price' Segment that Values you the MOST! (Go for 'D') 10% = 33%!

	Norm	A Reduce Expenses by 10%	B Reduce COGS 10%	C Increase Sales Volume 10%	D Increase Price realized by 10%	E Drop Price realized by 10%
Turnover	1,000,000	1,000,000	1,000,000	1,100,000	1,100,000	900,000
COS Cost of Sales	500,000	500,000	450,000	550,000	500,000	500,000
Gross P	500,000	500,000	550,000	550,000	600,000	400,000
Expense	200,000	180,000	200,000	200,000	200,000	200,000
Net Profit	300,000	320,000 +6.6%	350,000 +16.6%	350,000 +16.6%	400,000 +33%!	200,000 -33%!

Which market segment will pay the most, or value your product the most?

1. Over the long-term, definitely Product! Without Product you can't Price, Place or Promote effectively. Customers will not support a suspect Product, even though the other Ps are brilliantly executed! Unethical Marketers can manipulate and misrepresent a Product using the other 3Ps, but will not succeed over the long-term.

2. Over the short-term, Price. The only P that can be manipulated immediately with staggering results.

3. The Best answer: Depends on the Product-life-cycle (PLC), Competitor activity and PESTIE.

<http://www.markitects.co.za>

083-300 8080

ian@markitects.co.za