



Using Market Mix Tools

The Market Mix tools detailed below are important to “influence the market” (improve relationships with customers/partners/target groups in order to achieve our objectives). Consider them and look at the way they could be adapted to your project.

1. Product/Service

Tool	Description
<ul style="list-style-type: none"> Product/Service Quality 	<ul style="list-style-type: none"> Raw materials Functional study Manufacturing process Reliability Guidelines and counselling (service)
<ul style="list-style-type: none"> Design 	<ul style="list-style-type: none"> Shape and colour Presentation
<ul style="list-style-type: none"> Packaging/wrapping materials 	<ul style="list-style-type: none"> Useful for protecting the product (stock, transport) and for informing customers. Must be attractive and help distinguish the product from competition.
<ul style="list-style-type: none"> Branding 	<ul style="list-style-type: none"> Name, symbol, logotype. Useful to identify the product.
<ul style="list-style-type: none"> Stock 	<ul style="list-style-type: none"> Number of products offered Diversity of products offered.
<ul style="list-style-type: none"> Additional service (supporting promotion) 	<ul style="list-style-type: none"> Customer service Guaranty

How to adapt these tools to my project?

- What elements of price will be integrated in your project? What cost (in money or in kind) the customers will have to face?
- What is the level of this price in comparison with other similar products/services? Low? Medium? High?
- What level of price regarding the capacity of payment among your customers? Low? Medium? High?
- Will you propose some rebate to some people in one way or another? How?
- Will you propose specific terms of payment?
- Will you propose some discount? Some entry-level price point to attract customers?
- What about the profit margin?

2. Price

Tool	Description
<ul style="list-style-type: none"> Level of price 	<ul style="list-style-type: none"> In connection with competitors' prices In connection with people's income/salary
<ul style="list-style-type: none"> Rebate 	<ul style="list-style-type: none"> Reduction of price according to the number of products bought Reduction of price for loyalty
<ul style="list-style-type: none"> Terms of payment 	<ul style="list-style-type: none"> Down payment Payment by instalments Payment on a load-to-load basis...
<ul style="list-style-type: none"> Cash discount 	<ul style="list-style-type: none"> According to the terms of payment
<ul style="list-style-type: none"> Profit margin 	<ul style="list-style-type: none"> Difference between price paid by customers and price paid by retailers
<ul style="list-style-type: none"> Entry-level price point 	<ul style="list-style-type: none"> Conditions offered to attract customers

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3. Promotion

Tool	Description
<ul style="list-style-type: none"> Personal selling 	<ul style="list-style-type: none"> Personal contact with customers (visits or telephone calls)
<ul style="list-style-type: none"> Advertising 	<ul style="list-style-type: none"> To change image, reputation and common knowledge of the product/service among the target groups (articles in daily newspapers)
<ul style="list-style-type: none"> Sales promotion 	<ul style="list-style-type: none"> Strengthen the target groups' motivation to buy the product/service (example: premium to customers introducing a new customer)
<ul style="list-style-type: none"> Public relations on product/service 	<ul style="list-style-type: none"> Ensuring that the product/service offered is mentioned in newspapers and specialised magazines in order to get more credibility among target groups
<ul style="list-style-type: none"> Direct marketing 	<ul style="list-style-type: none"> Aimed at supporting/concluding sales (example: mailings with special offers)
<ul style="list-style-type: none"> Fairs 	<ul style="list-style-type: none"> Public presentation or shows during specialised fairs.
<ul style="list-style-type: none"> Customer events 	<ul style="list-style-type: none"> Mixing sales promotion, advertising and public relations (example: opening party, annual presentation to customers, etc.
<ul style="list-style-type: none"> Internet 	<ul style="list-style-type: none"> Websites can be used as combining advertising, public relations and sales promotion (example: business portraits, check lists for offers)

How to adapt these tools to my project:

- Do you intend to use personal contacts with target people/customers? How?
- Do you intend to use some kind of advertising? How?
- What will you do to strengthen the target group's motivation to "buy" your product/service?
- What activity of public relations do you foresee to make your product/service known?

- Any element of direct marketing?
- Do you intend to participate to special events in order to promote your product/service?
- Do you intend to use Internet?
- Any other promotion tool or activity?

4. Place/Distribution

Tool	Description
<ul style="list-style-type: none"> • Physical distribution 	<ul style="list-style-type: none"> • Ensuring that the good product is delivered in good quantity to the good customer at the good time and for the best cost (location of the shop, means of transport for delivering, stock management, etc.)
<ul style="list-style-type: none"> • Rate of delivery 	<ul style="list-style-type: none"> • Frequency of delivery (example: phone to customers on Friday, delivery on Monday)
<ul style="list-style-type: none"> • Availability 	<ul style="list-style-type: none"> • Capacity to deliver the product or service within the required time

How to adapt these tools to my project:

- Have you already found a location where starting your activity? Where?
- Will this location allow you to deliver your product/service in good conditions?
- How much will it cost you?