5 Ps of Marketing

The 5 Ps are key marketing elements designed to help you think about your business strategically. If you want to grow your business, the 5 Ps of marketing can help you think about the different areas of your business that can add value and offer a product or service different from your competitors.

Working your way through each of the Ps can help you think about which areas of your business you can change or improve on to help you meet the needs of your target market.

Product/Service

Fill in the following table. Use one or two words to answer each question.

Product or Service	Features	Benefits	Unique Selling Proposition	Extension: Support	Extension: Spin Offs
What is your product or service?	*What are the features of your product or service?*	*What are the customer benefits of your product or service?*	*What makes your product or service unique?*	*What additional support do you offer? E.g. warranty, money back etc.*	*Are there any potential spin-off products or services you can offer?*
Summary statement *Put all the words used to describe your product into a sentence*					

Price

Fill in the following table. Use one or two words to answer each question.

Product or Service	Price	Costs	Net Profit	Extension: Competitor Price	Extension: Value
What is your product or service?	*What is the price of your product or service?*	*What is the total cost of selling your product or service?*	*What net profit is made from selling your product or service?*	*What is your competitor's pricing for this product or service?*	*What unique value does your product or service offer or deliver?*

Summary statement
Describe your pricing in a sentence

People

Fill in the following table. Use one or two words to answer each question.

Name	Position Title	Responsibilities	Extension: Department
E.g. Mr Chris Brantley	*e.g. Sales Manager, Accountant*	*What is the main responsibility of this position?*	*e.g. Sales, Research, Public Relations*

Summary statement
Put all the words used to describe your product into a sentence:

Promotion

Fill in the following table. Use one or two words to answer each question.

Product or Service	Online	Physical	Advertising	Extension: Packaging	Extension: Branding
What is your product or service?	*What online promotion method are you using?*	*What physical promotion method are you using?*	*What advertising strategies are you using?*	*What packaging strategies are you using?*	*What branding strategies are you using?*
Summary statement *Put all the words used to describe your promotion into a sentence:*					

Place

Fill in the following table. Use one or two words to answer each question.

Channel type	Products or services	Percentage of sales (%)	Channel strategy
E.g. Shopfront, internet, direct mail, export or wholesale.	*List all the products/services sold via this channel*	*What percentage of overall sales do you expect to sell via this channel?*	*Why have you decided to use this channel type? How and when will you use it?*
Summary statement *Put all the words used to describe your place into a sentence:*			