**The marketing mix: Activity**

‘Marketing is the management process responsible for identifying, anticipating and satisfying customer requirements profitably.’ (The Chartered Institute of Marketing) The marketing mix is the 7 major variables/areas for which decisions must be made to effectively market a product to its customers.

|  |  |  |
| --- | --- | --- |
| Write a description of each of the 7Ps in the boxes below | | |
| Price |  | |
| Product |  | |
| Promotion |  | |
| Place |  | |
| People |  | |
| Process |  | |
| Physical environment |  | |
| What is a target audience? | |
|  | |

**Who is the target audience for:**

**McDonalds’s**

**Lidl**

**Waitrose**

**Nando’s**

**Nintendo Wii**

**Premier League Football**

**Tiffany Jewellery**

**Mercedes**

**JD Sports**