



DISCON Specialists

EA Enabling Technique
Marketing Mix

Reason for Existence

The Marketing Mix is a tool used to create a marketing strategy by ensuring the complete scope of the product. Identifying and arranging the elements of the marketing mix (Product, Price, Place, Promotion, Physical Evidence, People & Process) enables the business to make effective marketing decisions that will help the business be more competitive and adaptable in an ever changing market. However, you will first need to be able to describe your business within the External & Target Environments before using the Marketing Mix to establish a Marketing Plan.

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