



Marketing mix for pizza

Warm-up

Which words below are used to talk about which P? Sort them into the correct category.

advertising – appearance – channels of distribution – discount – financing – price list – location – logistics – media – public relations – quality - service

product	price	place	promotion

Video

Watch the video on YouTube how to deal with marketing mix. <https://www.youtube.com/watch?v=Mco8vBAwOmA>

Make notes about the marketing mix for these customers:

1. the lady
2. the guy
3. the Viking

Groupwork

Create the marketing mix for pizza for a member of your chosen target group.

Help

- First characterise your target group:
 - What do you know about the lifestyle, work, hobbies or likes and dislikes?
 - What are their expectations?
- Then create the marketing mix.