



MARKETING MIX





What are we going to learn today?

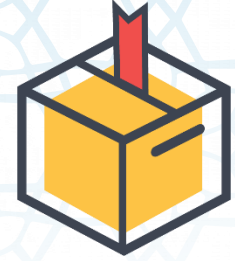
- **Definition of the Marketing Mix-** Understanding the “Ingredients” of a business strategy.
- **The 4Ps Framework:** A deep dive into Product, Price, Place and Promotion.
- **Product Strategy:** Features, Branding, and the Unique Selling Point (USP)
- **Pricing Tactics:** Different ways to set the right price for profit.
- **Distribution Channels:** How products reach the customer (Place)
- **Promotional Methods:** How to communicate and advertise to the target market.

What is Marketing Mix?

- A tool used by businesses to reach their target market.
- The Marketing Mix combines four tactical decisions—the **4Ps**—that businesses use to sell products successfully.
 - Right Product
 - Right Price
 - Right Place
 - Right Promotion
- Missing even **one element** can sink your business. Imagine a brilliant product priced too high—no one buys it.
- Success depends on all four elements working together.



Element 1



Product

The Heart of Your Business

- The actual item or service being sold.
- Must satisfy a specific customer need or want.

رسول الله صلح یر آزاد شخص ، مردار جانور ، خون ، خنزیر ، بتو ، خمرانے نجاسة نا وپار کروا سی منع کیدو
چھے ، جر چیز نو کھاووانے پیو و حلال چھے یر ۛ چیز نو وپار کرو و حلال چھے ، تو مؤمن جر وقت کوئی وپار نو
ارادہ کرے تو اھوا products اختیار کرے جر حلال ہوئی ، جر ما کوئی قسم سی حرام شامل نہ ہوئی ، مثلا
اھوا masala وینچے جر ما hing یا nutmeg ہوئی ، ا مثل اھنا وپار نی بناء حلال پر ہو و لازم چھے۔

Branding and USP

Branding

The unique name, logo, and “personality” of the product.

Benefits

- Makes the product easy to recognize.
- Builds customer loyalty.
- Allows for higher pricing.

Unique Selling Point (USP)

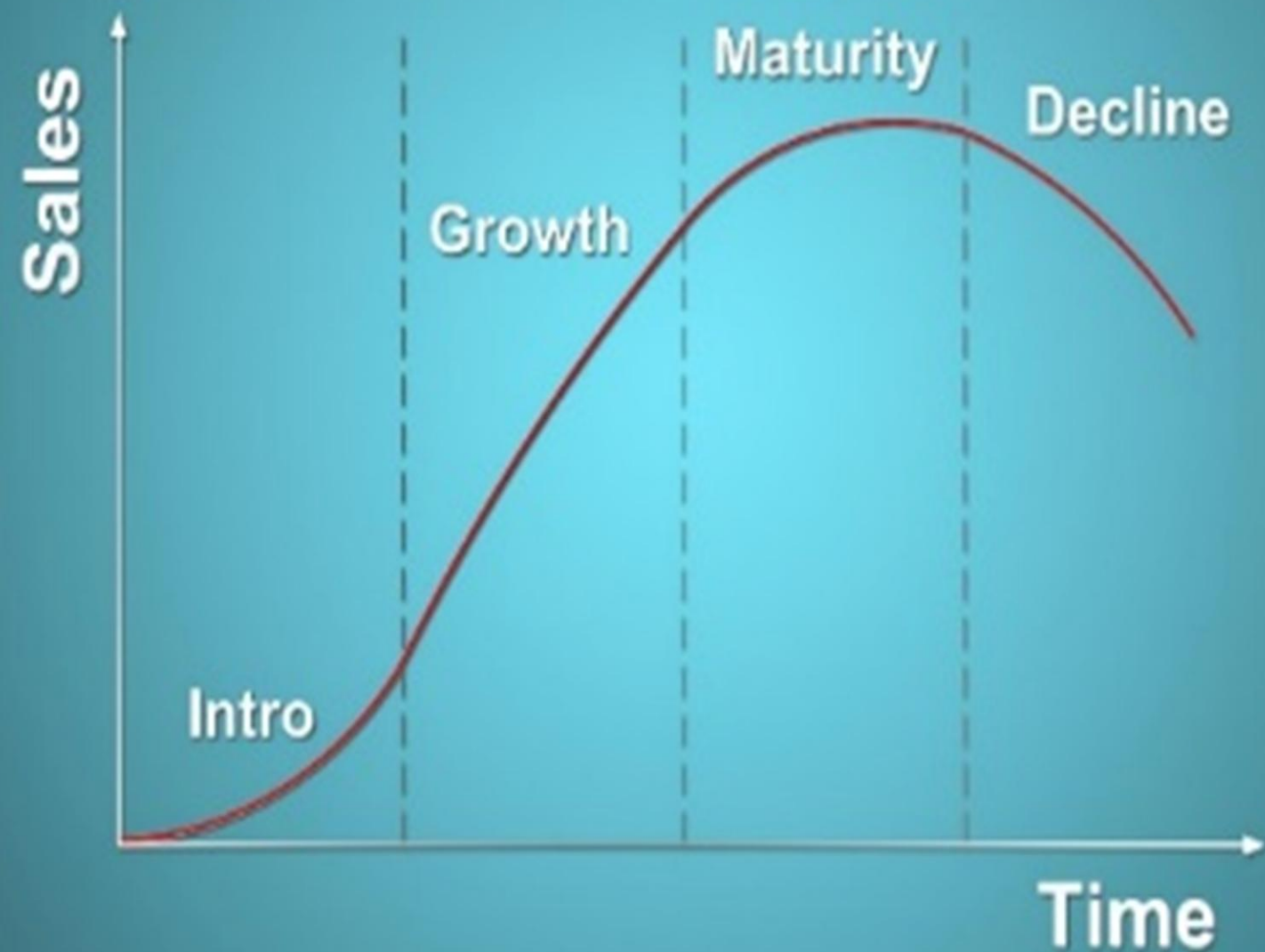
- The special feature that makes a product stand out
- It answers: “Why should a customer buy from you and not a rival?”
- A strong USP creates a competitive advantage.

Strong Branding

مؤمنين نو وپاربيجا لوگو نا وپارنا درميان نوع منفصل من جنس هوئي ، اعلى ما اعلى هوئي ، trendsetting
هوئي ، اهنا trend نے ديكهي نے سگلا عباد الله اهنة follow كرتا هوئي

Brand should be so good and unique that it leads the market. This encourages Mumin to be trendsetters and be so distinct in his business that the crowd follows his trend, rather than he just following the crowd.

Product Life Cycle



Product Lifecycle (Four Stages of Product Life)

Introduction

The product is brand new. Sales are low because nobody knows about it yet.

Growth

People start to like the product. Sales go up very fast! The business starts to make profit.

Maturity

The product is famous. Everyone knows it. Sales are at the very top. They don't go up much more.

Decline

The product is getting old. New technology is better. Sales start to go down.

Product Lifecycle (Extension Strategies)

Used to stop a product from entering the “Decline” stage.

Methods:

1

Launching new versions or flavors.

2

Changing the packaging.

3

Finding a new target market or “Place”.

The Boston Matrix

A tool to manage a range of different products. Businesses use to check which ones are doing well.



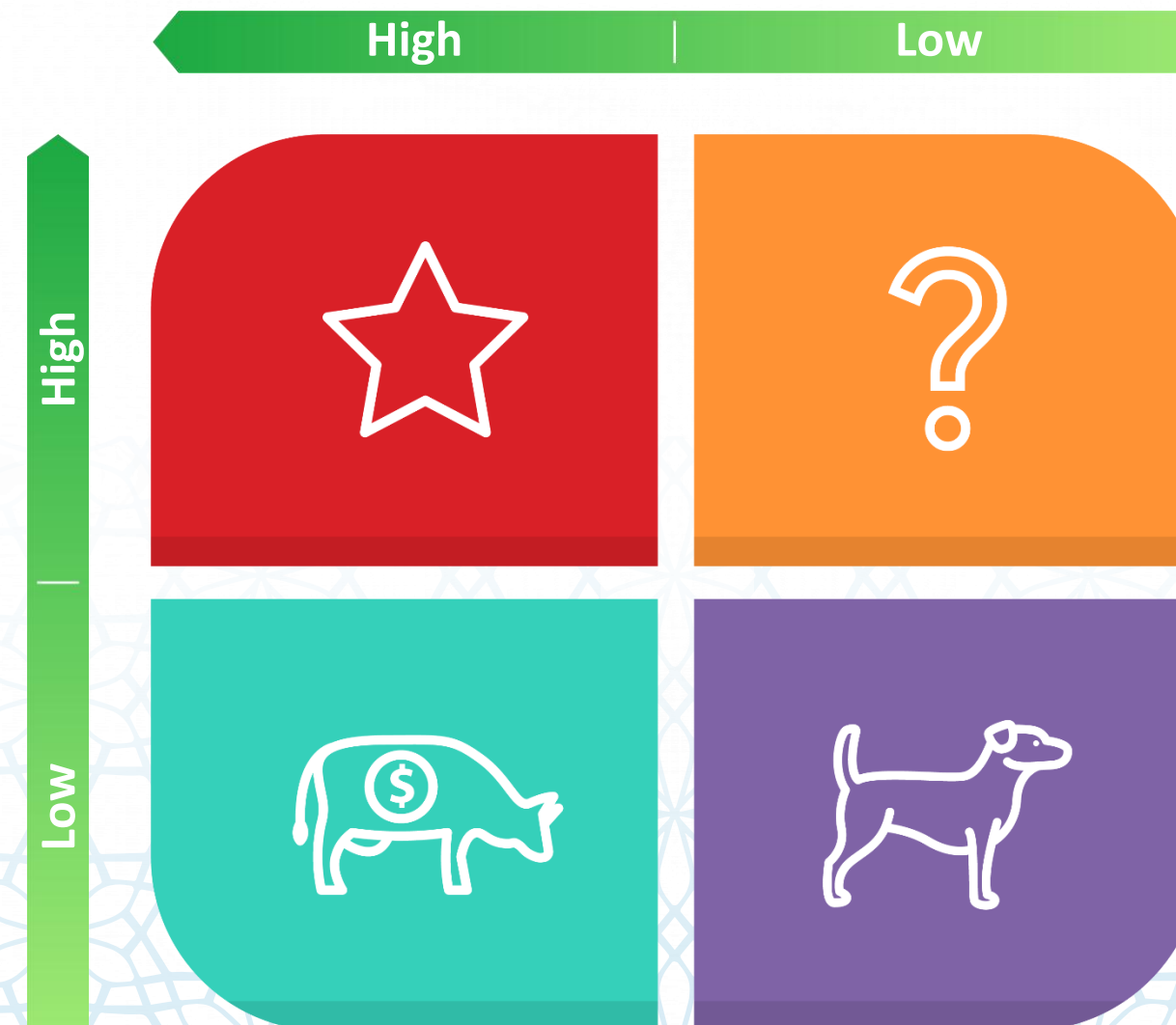
Stars

High market share in a fast-growing market.



Cash cows

High market share in a slow-growing (mature) market.



Question Marks

Low market share in a fast-growing market (risky)



Dogs

Low market share in a slow-growing market (low profit).

Selling a product

غش دھوکو کري نے یا جھوٹ بولي نے کوئی چیز وینچو و مؤمن نا اخلاق ماسي نہ کہوای، امانت داري راہیے
تولو گواہنا پر بھروسو کري نے زیادہ مال خرید سے انے صحیح طریق اختیار کروانا سبب برکتہ نظر او سے۔

- **Total Transparency:** Never conceal a defect or fault in the product.
- **Honest Presentation:** Do not display the best items while hiding inferior ones beneath them.
- **True Representation:** Show the product exactly as it is, without cosmetic enhancements that mislead the buyer.
- **Mixing** high-quality goods with low-quality goods and selling them all at the high-quality price.
- **Giving slightly less weight** or length than what was paid for.

Element 2



Price

- The amount of money a customer pays for the product.
- Pricing must cover costs and provide profit.
- It affects the “Brand image” (High price=Luxury)
- Product-Centric pricing: Attach your profit to the item you sell, not the money you invested.

Pricing Strategies

1

Cost-Plus Pricing

Cost of making the product a fixed profit percentage



2

Penetration Pricing

Setting a low price to enter a new market quickly.



3

Price Skimming

Setting a high price for a new, unique product



4

Dynamic Pricing

Prices change based on demand



Fair Pricing

دنیا ماہر ہنر ما مؤمن ذرۃ پر ہوئی ، top پر ہوئی انے یر top پر پہنچوا واسطے اجتہاد کرے ، پسینہ
بھی بہاوی دے ، مگر یر top پر کوئی حیلۃ بازی سی یا دھوکا بازی سی نہ پہنچائی ، top پر پہنچوا
واسطے بیجا پر ظلم کری نے توپ چلاوی دیو و ایم نہ کرے ، کوئی چیز نے pricing کرتی وقت
امانۃ داری راکھی و پیا رما ترقی کرے۔

Common Pitfalls of False Pricing

1

Monopoly Exploitation

Raising prices unfairly just because there are no other competitors.

2

Oppression (Zulm)

Setting high prices by taking advantage of a customer's helplessness or lack of options.

3

Trickery

Using "hidden fees" or fake discounts to make a price look lower than it actually is

4

Price Wars

Dropping prices specifically to force smaller, honest rivals out of business.

5

Hoarding (Hukra)

Hiding stock to create a fake shortage so you can charge people more.

Element 3

Promotion

- Communication used to inform and persuade customers.
- Aims of Promotion:
 - Build brand awareness
 - Increase sales
 - Improve the brand image
- Avoid over-promising (exaggerated) claims about the product's benefits or durability.

Promotional Methods

1

Advertising

Paid messages (Social Media, TV, Billboards)

2

Sales Promotion

(Discounts, Coupons, BOGOF)

3

Viral Marketing

Content shared quickly by users online.

4

Sponsorship

Paying to put your logo on a sports team shirt.

5

Personal Selling

A salesperson talks to you directly

6

Community Promotional Platforms

Saifee Burhani Expo
Dbohra.com

Element 4



Place (Distribution)

Channel

1

Direct Selling (Factory to Consumer)

Channel

2

Retailer (Factory -> Retailer (Shop) -> Consumer)

Channel

3

Wholesaler (Factory -> Wholesaler -> Retailer -> Consumer)

Channel

4

E-Commerce:
This is the fastest-growing "Place."

Logistics and Sourcing

پاك انے حلال روزي كاوا واسطے مؤمن الگ الگ راستہ وُسي حلال سي وپار کرے چھے ، انے اہنا واسطے زمين ما دور دراز سفر بھي کرے چھے ، مؤمن مال كاوانا سگلا راستہ وُني خبر راکھے چھے ، کراچے وپار اُم تھائی چھے ، اُم تھائی چھے پوتانا وپار نے ايك جگر limited راکھے ، دنيا نا حالات سي واقف رهي نے روزي كاوا واسطے جسما و فکر دور دراز جائی انے اچھا ما اچھو مال لاوي اہنا Customers لگ پہنچاوے۔

- “Place” is about accessibility and hard work.
- Guidance: Travel far and wide to find the best goods for customers
- A successful business owner understands global routes and supply chains.
- Transform a simple shop into a connection point between global producers and local buyers.

Role of the Marketing Mix through different stages of supply chain



Suppliers (Sourcing)

Focus on Value-Based procurement to secure high-quality, certified materials.



Manufacturers (Production)

Use Cost-Plus pricing and innovative design to become a Trendsetter.



Wholesalers (Distribution)

Manage inventory to focus on “Stars” and use BOGOG for retailers.



Retailers (Sales)

Ensure Total transparency about product quality to build customer loyalty.



Service Providers (Expertise)

Use Value-Based pricing and keep skills in the “Growth” stage through constant learning.



Summary

- **Consistency:** Success is achieved when all 4Ps (Product, Price, Place, and Promotion) work together as one smooth, unified machine.
- **Product Management:** Focus on halal products and use strategic tools like the Product Life Cycle and Boston Matrix to monitor performance and prevent products from falling into decline.
- **Pricing Integrity:** Always set your price to match the quality of the item; avoid "Price Wars" or "Trickery" to maintain customer trust.
- **Truthful Promotion:** Build brand awareness through honest and transparent communication without over-promising or fake discounts.
- **Effective Placement:** Choose the right distribution channels (Direct, Retail, or E-commerce) to make your product easy to find. The goal is to ensure accessibility at the right time and place.



شكراً لحسن استماعكم