

**Which is the most important P?**  
*Product, Price, Placement or Promotion*



**Price Rule:** For *Immediate Performance*

Nail the 'Price' Segment that Values you the MOST! (Go for 'D') 10% = 33%!

	Norm	A Reduce <u>Expenses</u> by 10%	B Reduce <u>COGS</u> 10%	C Increase Sales <u>Volume</u> 10%	D <u>Increase Price</u> realized by 10%	E <u>Drop Price</u> realized by 10%
Turnover	1,000,000	1,000,000	1,000,000	1,100,000	1,100,000	900,000
COS Cost of Sales	500,000	500,000	450,000	550,000	500,000	500,000
Gross P	500,000	500,000	550,000	550,000	600,000	400,000
Expense	200,000	180,000	200,000	200,000	200,000	200,000
Net Profit	300,000	320,000 +6.6%	350,000 +16.6%	350,000 +16.6%	400,000 <b>+33%!</b>	200,000 <b>-33%!</b>

*Which market segment will pay the most, or value your product the most?*

1. **Over the long-term, definitely Product!** Without Product you can't Price, Place or Promote effectively. Customers will not support a suspect Product, even though the other Ps are brilliantly executed! Unethical Marketers can manipulate and misrepresent a Product using the other 3Ps, but will not succeed over the long-term.

2. **Over the short-term, Price.** The only P that can be manipulated immediately with staggering results.

3. **The Best answer:** Depends on the Product-life-cycle (PLC), Competitor activity and PESTIE.

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