The elements of the marketing mix:

Product	Price
Place	**Promotion**

New product development

Product features/benefits

Branding

Packaging

After – sales service

Costs

Profitability

Value for money

Competitiveness

Incentives

Developing promotional mixes

Advertising management

Sales management

Public relations management

Direct marketing

Access to target market

Channel structure

Channel management

Retailer image

Logistics