



Mix Impact Over Time



Hard measures are the ultimate measure of success. They include sales units, sales revenue, number of customers, and profit. By tracking these measures on a weekly, monthly, or quarterly basis, marketers can observe trends and track them against marketing efforts. The marketer will analyze and review each of the 5 Ps (product, price, place, promotion, and packaging) as well as external and environmental factors to determine what might have caused the increase in May through June and the decline in June through July.

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