

Please do not
Develop critical thinking skills to analyze documents.

Price T.O.
Corp. no. 1016/1017
Blade Frisby
4 ps: colors
- packaging
- Saw letters
- Blade design

Place Strategy

manufacturer > wholesaler > retailer > consumer
- where?
- how will product/service be delivered?

Price Strategy

- odd/even
- prestige
- cost-based
- demand-based
- competition-based



Product Strategy

- characteristics
- warranties
- colors
- packaging

Promotional Strategy

- to channel?

no

Blade Frisby
Small Business Secondary
Entrepreneur

Branding

- NAME
- logo
- slogan/tagline

Step by step walk through 1) new client acquisition 2) transaction.