

Four ps of marketing

[Business](#), [Marketing](#)



Lower priced items will expect a higher volume of sales, whilst fewer sales of luxury products may achieve the same revenue through higher pricing. Ben Sherman has to assess which markets its products are aimed at and set a price to match. Ben Sherman produces mostly medium-price range products. There are a number of pricing strategies that a business can use for its products including cost based pricing and market orientated pricing. Ben Sherman produces mostly medium-price range products with quality and style.

The brands are identifiable by their quality and style. Place Ben Sherman products may be bought and to the channels of distribution used to deliver the products to places. Place is not always a physical building such as a retail outlet or shop, but includes any means by which the product is made available to the customer. Ben Sherman limits where its products are sold and keeps a tight rein on how they are sold and its distribution channels. This creates a unique Ben Sherman experience wherever customers buy its products.

Ben Sherman reluctance its website in February 2007 to provide a more interactive experience for customers to encourage customers to spend more time on the site and shop. This helps to build the brand philosophy and values. The company sees its online services as particularly important in reaching customers now and in the future. Promotion The purpose of promotion is to obtain and retain customers. Ben Sherman uses two ways to promote its products. These are 'above-the-line' and 'below-the-line' promotion to help inform customers about its products. Above-the-line' is using independent media to reach a wide audience easily, but over which

the company may have limited control, for instance, magazine advertising. This reaches a mass audience but can be hard to measure its impact. 'Below-the-line' uses media over which the business has control, for example, direct mailing. This type of promotion can be more cost effective and give more measurable response rates. Through Its Information, it increases the customers' desire to buy Its products.

Ben Sherman has a high profile at fashion events and music events. Ben Sherman gives clothes to famous people so that they create publicity when they wear them. This can be seen as an endorsement for the product. Amy Whininess and Roll from the Kaiser Chiefs have been used to promote Ben Sherman products by wearing them at high profile events and featuring in the printed press. Four As of marketing By Angier range includes casual clothes, formal wear, denim, footwear and lifestyle accessories, such as underwear, watches, bags, belts and fragrances.

A strong brand image ties the product range together. Ben Sherman uses major fashion shows to launch its products. The price of a product relates to its perceived value. Lower priced items will expect a revenue through higher pricing. Ben Sherman has to assess which markets its medium-price range products. There are a number of pricing strategies that a business can use for its products including cost based pricing and market orientated experience wherever customers buy its products.

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