

# Principles of marketing

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



The other stakeholders include Feeding America, the National Network of Food Banks apart from volunteers who give their support for the cause (SPFB, 'About Us').

Primary beneficiaries of SPFB are the person in need of food which is channeled through other NGOs and churches working towards the benefit of the society. It is evident from the mission and vision of SPFB that is not for profit organization and is primarily Business to Business (B2B) organization as it provides services through other stakeholders, not directly to the needy (SPFB, 'About Us').

The SPFB implements a marketing mix strategy successfully. The 4Ps of marketing mix strategy is strategically employed by the organization where product is their service i. e. providing free food to hungry where the waste food is collected from restaurants, hotels, and other places; provides service in 25 county areas of West Texas where food is distributed its division's i. e. Food Bank Operations and Farm Orchard & GRUB which is further channeled through various NGOs and encourages promotion through various programs like food drives at school, local communities, and U Can Share (SPFB, 'Programs & Services'). As most of the programmes are done through volunteering, donations are accepted for providing food voluntarily for which an effective pricing strategy is used depending on the number of meals. Similarly, funds are raised through donations through fundraising from different sectors of the society (SPFB, 'Volunteer').