

Principal target. when
we introduce product
or



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Principal of marketing are First, product which is the service or item that business chooses to sell to get profit. Its features and design need to be considerate to be relate to the business target. When we introduce product or service to a market we should ask who is the product for, what benefit customer will expect from it, what is the competitive advantage, where do you want to position the product with in the market? The answer to these questions will helps design, package and add value to the product. Principal of marketing are First, product which is the service or item that business chooses to sell to get profit. Its features and design need to be considerate to be relate to the business target.

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Physical evidence or proof that a business is doing what it should and the marketing is successful, these evidence could be packaging, paper work, invoices, web page, uniforms, buildings, awards etc. looking at all the individual elements of the marketing mix helps define a business strategy in much more successful way. United Colour of Benetton is one of the global

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brands working in 120 countries. In regards to the marketing mix for United Colours of Benetton their core products are clothing, bags, shoes and accessories.

The prices strategy UCB use varying, its affordable on some brands but they mainly charge premium pricing on their products. Place, the headquarters Treviso Italy, however it has grown in 120 countries and continue to expanding across the world. Promotions in the marketing mix of UCB are quite controversial, their advertisements differentiate by surprising images that weren't related to the products marketed by the UCB such as deathbed scene of an AIDS man. As well as the UCB campaigns such the one from autumn 2011 communication campaign invites the world citizens and leader to combat the hatred. Benetton always doing its best to try and create better world.