



Creators of  
Captivating  
Communication



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## ACTIVITY SHEETS | The 7 Ps

<b>Product</b> – What are your core products or services?	
<b>Place</b> - Where are your products and services are seen, made, sold or distributed?	
<b>Price</b> – How will you devise a pricing strategy for your products and services and how it will affect your customers and ensure you stay profitable and competitive?	
<b>Promotion</b> – What are the best ways you tell your customers about your products or services?	
<b>People</b> – How many staff do you need and what skills should they have? How will you train new staff?	
<b>Process</b> - Which processes or procedures do you need to develop to ensure you repeatedly deliver the same standard of service to your customers and increase efficiency?	
<b>Physical Evidence</b> – Where will you sell your product and what does the customer see from the first moment of contact all the way through to purchase?	