

Intelligent Business, U. 6 (1/1)

<p><i>the identity of a product or service</i></p>	<p><i>an advantage or an improvement</i></p>	<p><i>any factor which prevents new competition from entering a market</i></p>	<p><i>Product, Promotion, Price, Placement</i></p>
<p><i>combining the four different components of marketing: place, price, product, promotion</i></p>	<p><i>a sign or symbol used as a trademark to represent a company or a brand</i></p>	<p><i>a person who buys products</i></p>	<p><i>being better than the competition (ie. other companies in the same sector)</i></p>
<p><i>a price that is higher than the standard price, usually due to higher quality</i></p>	<p><i>activities that help sell a product</i></p>	<p><i>normally a manufactured item, but also the brand, packaging, features and characteristics of the product</i></p>	<p><i>amount of money for which something can be sold; cost of a product</i></p>
			<p><i>the place where a consumer can buy a product or service (POS)</i></p>