

Sample 4Ps Framework

Product

- What is the product and how is it different from what else is on the market?
- How innovative is this product compared to others that exist in the market?
- Is the product patented or have any rights that can protect it from being copied?
- Are there similar products in the market that can act as substitutes?
- Will the product cannibalize any of the client's current products?

Price

- What is our current pricing strategy?
- What is our breakeven point?
- Has there been any research completed to see how much customers are willing to pay for the product or similar ones?
- Do customers need to be educated about the product?

Promotion

- What marketing strategies have been implemented so far? Which have been successful, and which have not?
- What are the ways competitors have been marketing their products?
- How much is spent on marketing?

Place

- Which distribution channels are used to distribute the products?
- Which channels best reach our customers?
- Is a salesforce needed to reach our customers?
- What channels have been most successful for our client in the past? How about competitors?

