

## **1. Product**

- Mission
- Brand name
- Value

## **2. Place**

- Supplier
- Market intermediate

## **3. Promotion**

- Advertising
- Social media

## **4. Price**

- Establish pricing goals
- Estimate cost
- Choose a price strategy

## **5. SWAT**

## **6. Competitors**

## **7. Segmentation**

- Market segment
- Target strategy