This video was funded by the Washington State Community Economic Revitalization Board (CERB) through a grant from Washington State.
FOUR P’s of Marketing

- **PRODUCT**
  - Product Life Cycle
  - Product Demand

- **PRICE**
  - Product Price Point
    - (Including Landed costs)

- **PROMOTION**
  - Marketing, Branding
  - Localized Advertising

- **PLACE**
  - Localized Sales Channels
  - Product Adaptation, Labeling
Once a particular mode of market entry is selected this will pre-condition different elements of your company’s global or international marketing approach.

Consider which elements of the (4) P’S your company will need most help with:

- Product distribution strategies
- Pricing strategies
- Promotions strategies
- Place (distribution) strategies
Environment Influences

- Cultural Environment
- Economic Environment
- Technological Environment
- Competitive Environment
- Political-Legal Environment

TARGET MARKET

PLACE
PRICE
PRODUCT
PROMOTION
Market Environment Factors

Five Environmental Market Factors that can influence The FOUR P’s in your Export Market

TECHNOLOGICAL  Does your product/service integrate well with the type of technology used in your target market

ECONOMIC  Does the target market economy support your product price point and lifecycle with growth opportunities

COMPETITIVE  Is competitive intensity growing and does your product have a perceived higher value than others

POLITICAL  Do foreign market tariffs penalize your products, is the political environment too risky for market participation

CULTURAL  Does your company have the ability to adapt labeling or product features to meet cultural norms of consumers
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