



GET-UP Lesson Plan for the CPD-Programme Module 9 – Case Study Part II: How to create a business? Providing Information

ANNEX 6: MARKETING MIX OF SIMPLY GREEN

Please list the "+" and "-" of the marketing mix used by Simply Green Company

Product		Price	
©	$\overline{\mbox{\scriptsize (S)}}$	\odot	8
Promotion		Place	
Promotio	n	Pla	ace
eromotion ©	n ⊗	Pla ©	ace ©