

1. **Product** - The goods or services that a company offers to its customers.

2. **Price** - The amount of money that a customer pays for a product or service.

3. **Promotion** - The communication and marketing activities that a company uses to promote its products or services.

4. **Place** - The distribution channels and locations where a product or service is available to customers.

5. **People** - The individuals and organizations involved in the marketing process, including customers, salespeople, and competitors.

6. **Process** - The sequence of steps and activities that a company follows to bring a product or service to market.

7. **Physical Evidence** - The tangible elements of a service, such as the physical environment, uniforms, and equipment.

8. **Positioning** - The process of defining a product's unique value proposition and how it differs from competitors.

