

Company name

Products Marketing Template

4 Ps of Marketing

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To start a successful new venture, you need to discover what the customers want and offer your best solution to their problem. In the last lessons you learned how to run a marketing survey to find out customer perception of the problem and possible solution they expect. You as an entrepreneur should offer the problem/solution fit. This problem/solution fit is what we call in the marketing terms as “Product” (or Service). **You** must develop a list of products to fit those problems your customers facing. When we say product, we mean all services as products as well. For instance, a plumber offers services and can develop his/her services as products, like installing a shower head, or even generally charge per hour for similar sort of services.

Marketing is about offering the right product to the right customer, at a right price via the right channel.

Developing your products list, their prices, distribution channels and how to inform customers about all these, are the core foundation of your business.

Here in this template you make a list of your products and services. If you have many products, try to put them in categories, like shirts, pants & suits.

Developing your product list, you must indicate the features of them, like size, material, hours of service, functions etc. Afterward, you should make a list their benefits to customers. The benefits are how your customers perceive them and mostly they are about how customer feel about it, like peace of mind, reliable, fast, high quality etc.

Then, based on your profit target assumptions, market positioning and competition set your prices. Prices are very important because if too low, you don't make enough profit or maybe lose money; if the prices are too high, customers are not willing to pay unless you offer an exceptional value. It is common that new businesses under price their items because lack of confidence. That's why being in the right price range is very important and plays a significant role in your success.

Then, you should specify where the transaction with customer happens. Is it online or at your shopfront? Is it through a wholesaler or agent? You can have more than one channels for instance if you have both B2B and B2C customers. Or you can sell online as well as selling in your brick & mortar shop and also you may have some affiliates who sell your products too.

This table roughly shows you if each of your products are profitable based the price you have chosen. Also, it points out the percentage of sales based on your different products.

Describe your products (services) in table below.

Product/Service What is your product or service?	Features What are the features of your product or service?	Benefits What are the customer benefits of your product or service?	Actual Price Charged How much per item (average), hourly rate etc.	Gross profit How much do you make after taking out cost of goods?	Channels How customers purchase and receive the product? E.g. market, shopfront, online, agents etc.	Percentage of total sales/revenue How much of the total sales come from this product/service? (estimate)

In the table below, outline your promotional and advertising activities. Consider both online and offline like prints, business cards etc.

Promotional activity	Timeframe	Budget (if required)	Target market	Expected outcome