**INTERNATIONAL BUSINESS ECONOMICS AND MARKETS**

**Learning Outcome 2: Activity 6**

**Marketing mix**

Think of a small business you would like to start – or that you know something about, such as a beauty salon, a cleaning firm, a restaurant - or something else of interest.

Describe the marketing mix you would adopt using the 4 Ps approach.

Your business:

**Place**

**Product (or Service)**

**Price**

**Promotion**