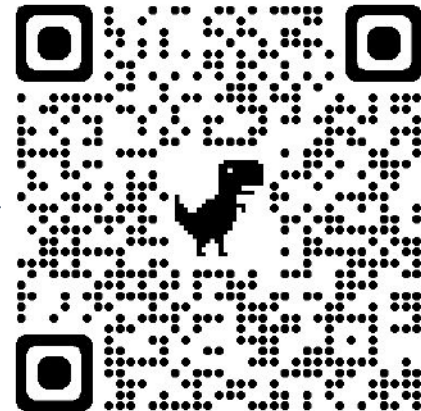


Marketing Mix Shampoo Activity

Feature the 4P's & Think of your Target Market!

- Target Market: Who is this product for?
 - You need to decide this FIRST → it will influence the 4 P's!
- Product: Draw/design of the bottle, create an intriguing name & list the **special features**
- Place: Where sold? Why? Explain.
- Price: Set a Realistic Price. Why? Explain.
- Promotion: Slogan and Logo

Use logomakr.com to create your bottle design and logo!



PRODUCT - THE MULLET MACHINE

Frizz control

Volumizing

Fresh mint scent

Light blue color



PLACE

- **Grocery Stores**
 - Target, Walmart, Meijer, etc.
- **Convenience Stores**
 - Walgreens, CVS, etc.

These are all primary locations for self care items. Having our product sold at these locations would mean our target customer would see our shampoo at the stores they shop at weekly.



PRICE

- A reasonable price for the average consumer
- For men
 - Simple ingredients
- Matches the prices of other products in stores

\$5.99

PROMOTION

“Saucy Shampoo for a Mighty Mullet”

