

Marketing Mix - PRODUCT

***Product and
Product Policy***

***Brand and
Brand Policy***

What is the PRODUCT

- ❑ the goods and/or services offered by a company to its customers - an item that satisfies a need or a desire.
- ❑ content: variety, quality, design, features, brand name, packaging, services
- ❑ functionally it must be able to perform its function as promised.
- ❑ with clear communication to users and potential customers regarding its benefits and features

3 Main Categories

- **tangible products**
- **intangible products**
- **services**



Product Policy



The role of product policy:

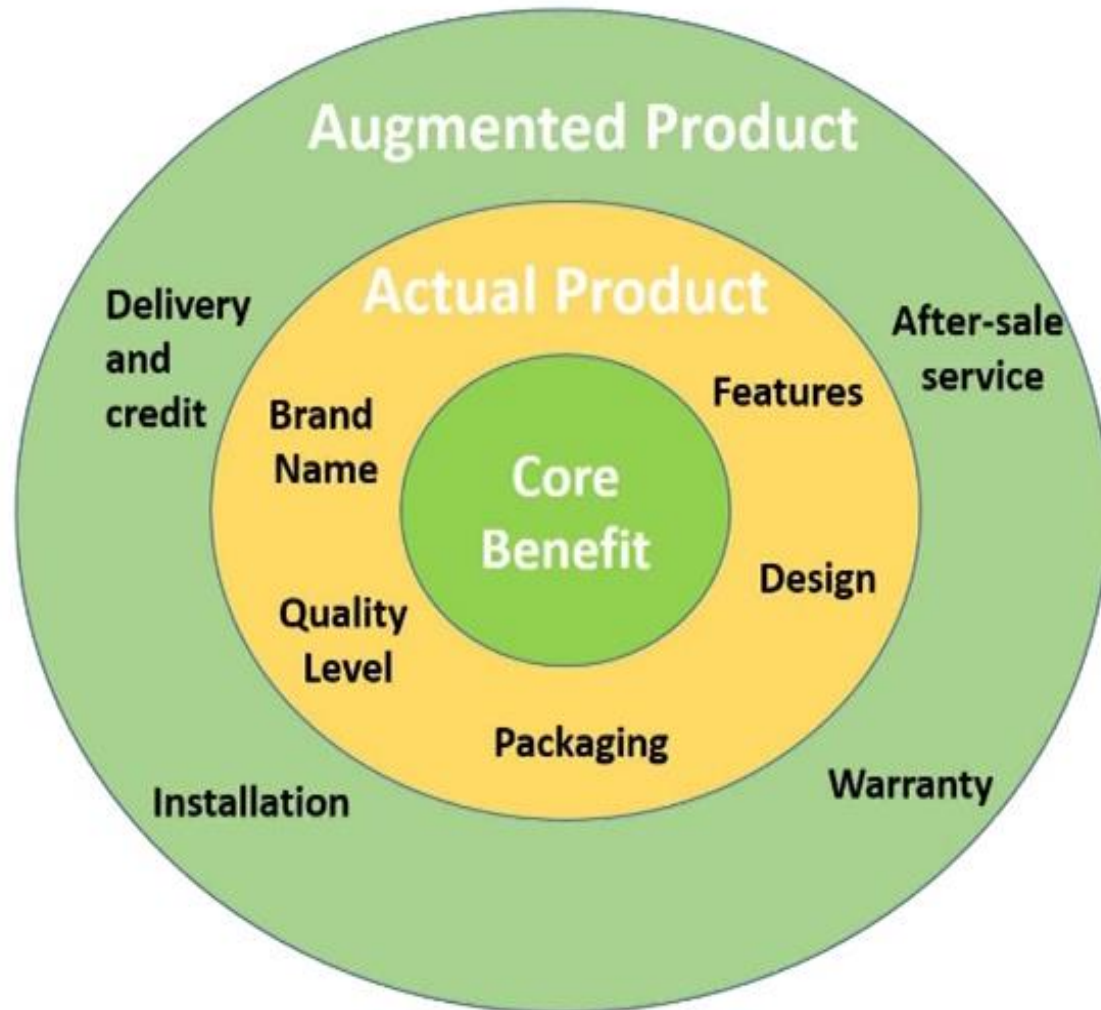
1. Creation of offers in accordance with demand.
2. Change the menu demand initiated and implemented based on the results of market analysis.

Level of Product

1. Core Benefit

2. Actual Product

3. Augmented Product



Classification of Product and Goods

- **Consumer Goods**
- **Consumer Services**
- **Producer Goods**
- **Producer Services**

Product Mix

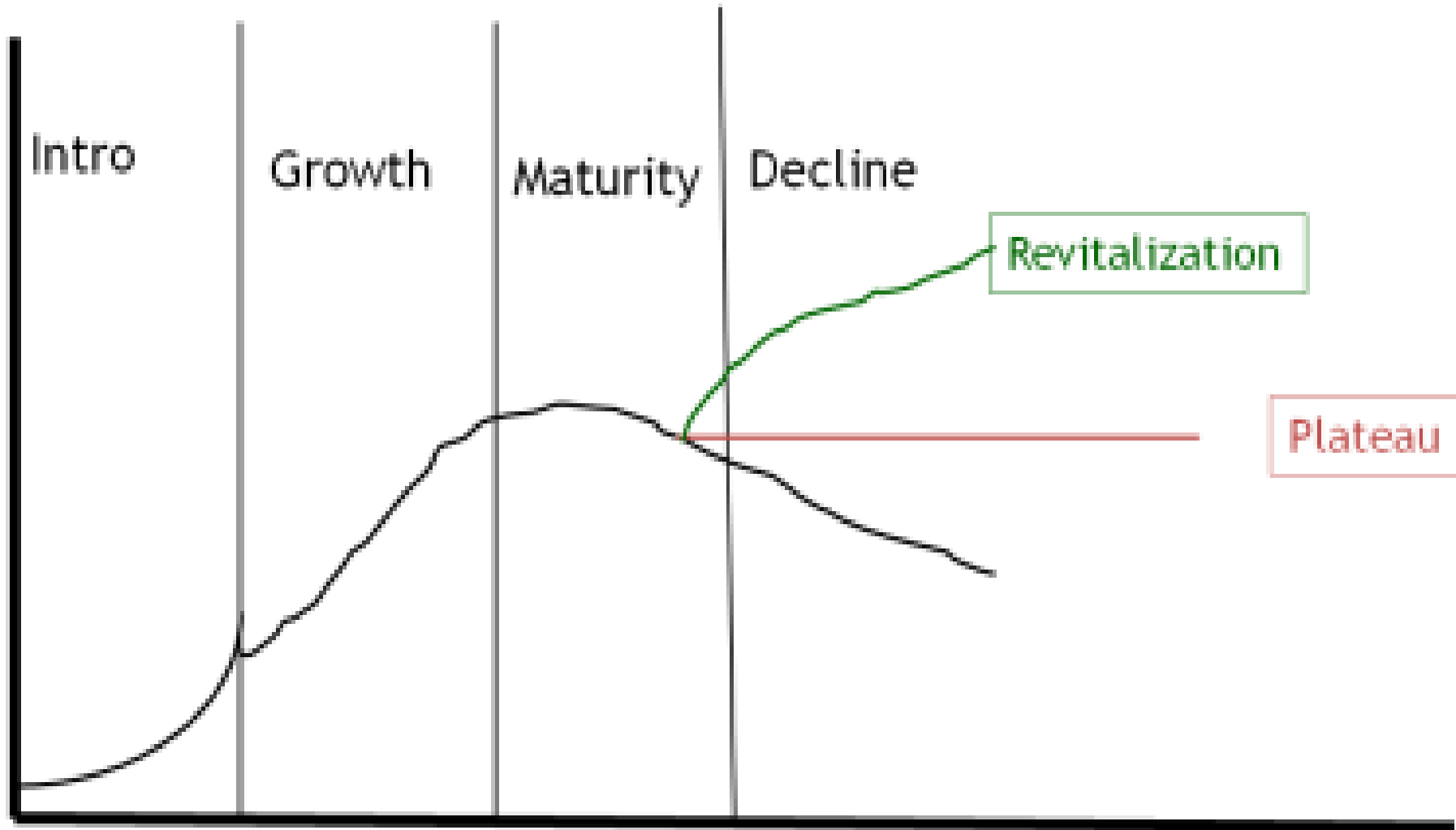


- ❑ Depth
- ❑ Length
- ❑ Width
- ❑ Consistency

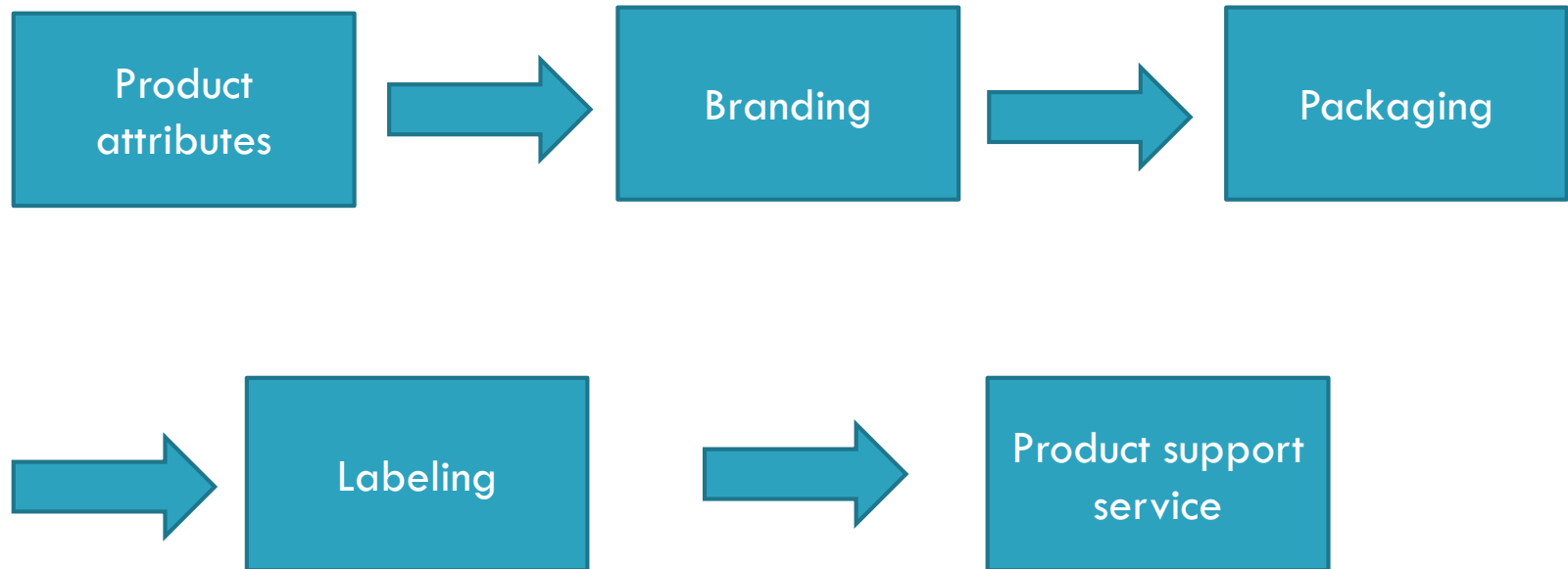
Product range

Diversification of product

Stages of Life Cycle



Concept of Product Decision



- ❑ Brand policy and brand
- ❑ Brand equity
- ❑ Name, title, logo, slogan
- ❑ Strategy

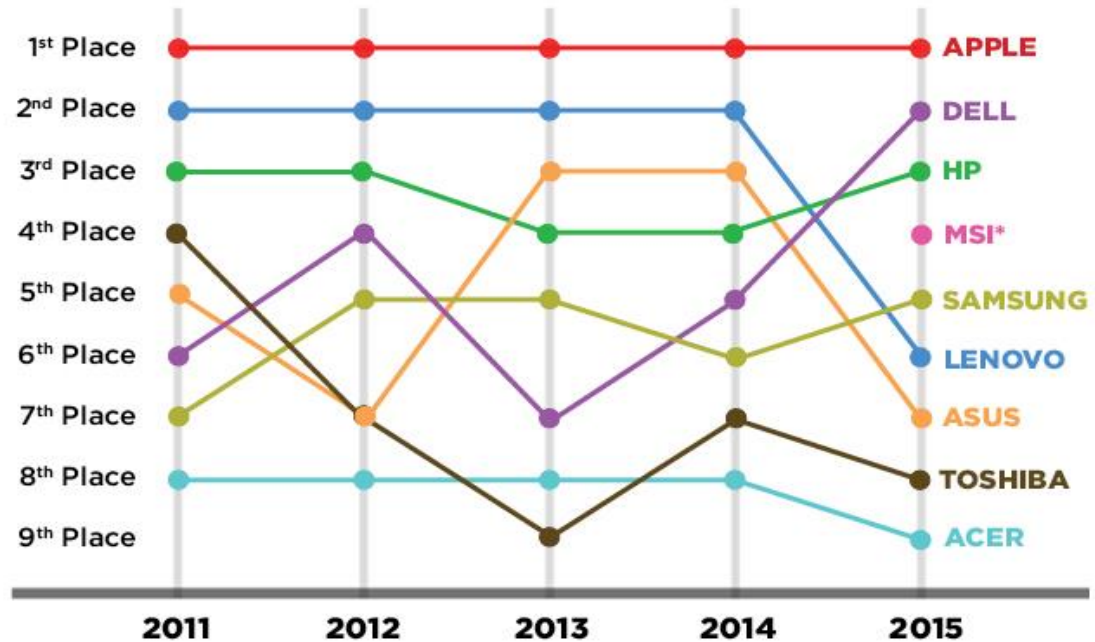
- Brand name
- Brand mark – symbol
- Trademark - registered
- Trade – mark TM®
- Copyright ©



quality
awareness
loyalty
perception
marketing
BRAND
strength
identity
trust
value

TOP 10 Global Brands Ranking

- 1 
- 2 
- 3 
- 4 
- 5 
- 6 
- 7 
- 8 
- 9 
- 10 



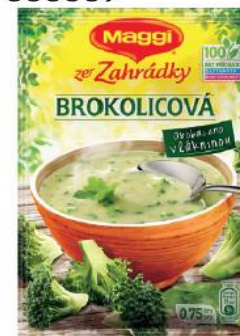
□ Packaging

□ Labeling

□ Product support services



VYROBENÉ NA SLOVENSKU



Nike P...
Shoes 'Mean'
Irked Muslims
Heel Design for Muslims
Arabic Word for Allah

By Chris Murphy
Washington Post Staff Writer

Nike Inc. has agreed to stop selling a new line of basketball shoes because they bear a logo resembling the Arabic word for Allah, or God, which some Muslims found offensive, a company official said yesterday.

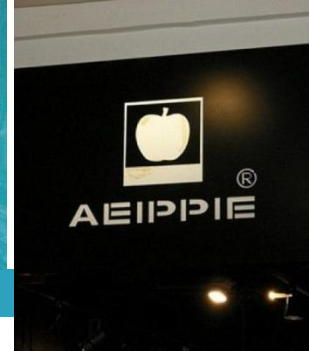
The Arabic word for Allah

Nike's action came after weeks of negotiations with the Washington-based Council on American-Islamic Relations (CAIR), an Islamic group that



Rush-to-Die

Forgeries are considered ...



- products that illegally use a trademark, patented invention or copyrights that are legally protected in the country where the products are sold.

Kinds of brand piracy

- Direct piracy: fake product is offered in the same form and with the same brand as the original
- The theft of the product and its copy
- Imitations: treatment, product and the sign, similar to the original brand





Thanks for your attention

Used Sources and Literature for Further Study

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Stone A, M, Desmond, J. Fundamentals of Marketing, 2007, Routledge, London , ISBN 0-203-03078-8, 480p.

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