

## **Product**

**Product variation**

**Product differentiation**

**Product innovation**

**Product elimination**

## **Price**

**Cost recovery pricing**

**Penetration pricing**

**Price skimming**

## **Marketing mix**

## **Place**

**Distribution channel**

**Direct sales**

**Indirect sales**

**E-Commerce**

## **Promotion**

**Individual communication**

**Mass communication**

**Brand management**

**Corporate Identity**