

4 P's of the Marketing Mix

Group member names: Brianna,
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Product

(Add an image or visual of your product below)



Brief Description: The shoes we be selling will be called Royalty.

Target Market

Who is the target market? The target market is towards the younger generation: Generation Alpha kids born between years 2010-2025

Price

How much does the product cost?

\$145

How did you determine price?

Quality

Place

Where will you sell your product?

Online store, retail store, and Foot Locker.

Promotion

How will you advertise or promote your product?

YouTube, TikTok, and We can also sponsor our company and feature our shoes and products on commercials.

Summary

Product: Shoes

Target Market: Younger generation of people

Place: Official Store, Foot Locker, Champs, Jimmy Jazz,

Price: \$145

Promotion
We can advertisements on YouTube, TikTok, and also sponsor other companies.

References

<https://brandyourshoes.com/our-models/>