**Marketing Mix, SWOT Analysis and Types of Customers**



**Types of Customers / Consumers**

1. **Seasonal Customers:** These customers visit markets in changing seasons for seasonal shopping.
2. **Need-Based Customers:** These customers only visit in the market when they have some need to buy something, otherwise they are not interested to visit markets.
3. **Impulse Buying:** They do not have any planning to buy products but all at sudden they make their mind to buy something.
4. **Window Shopping:** Mostly visit shops to collect information or for the sake of enjoyment. Sometimes they get motivated to buy some products.
5. **Discount-Driven Customers:** These customers only visit in markets which prices are low, discounts are offers and sales are started.
6. **Habitual Customers:** These customers repeatedly visit markets and they have good sense of buying behavior and they have good experience of market search.

**Marketing Mix: 4Ps / 7Ps of Marketing**

1. **Products/Services:**How can you develop your products or services?
2. **Prices/Fees:**How can we change our pricing model?
3. **Place/Access:** What new distribution options are there for customers to experience our product, e.g. online, in-store, mobile etc.
4. **Promotion:** How can we add to or substitute the combination within paid, owned and earned media channels?
5. **Physical Evidence:** How we reassure our customers, e.g. impressive buildings, well-trained staff, great website?
6. **People:**Who are our people and are there skills gaps?
7. **Process:** It’s about managing the overall business?



**SWOT Analysis**

A type of study undertaken by an organization to identify its internal strengths and weaknesses, as well as its external opportunities and threats.

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