

Marketing Mix Strategies

Student 5
5th period

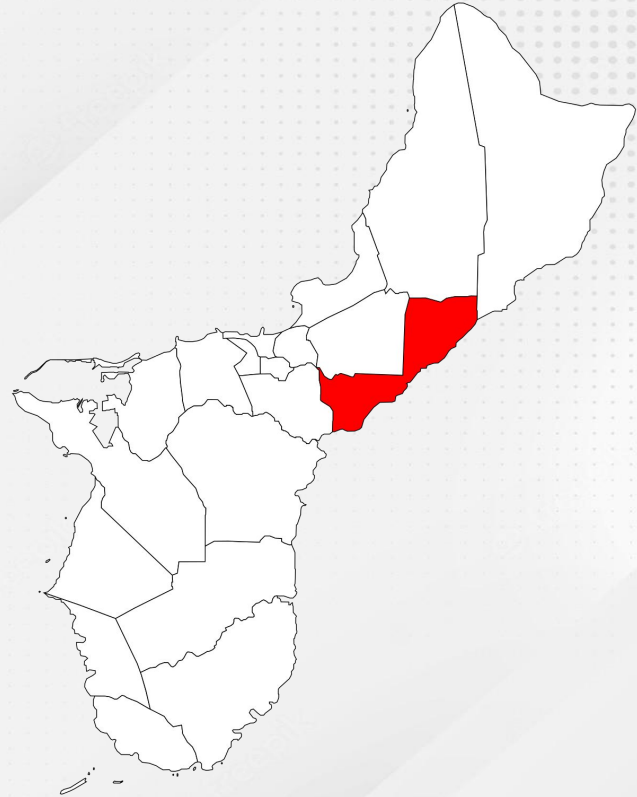
Demographics

- My demographic are the people at the age 16-18.
- They are highschool students in gwhs.
- Most of them have \$5 to \$10 a weekly for allowance.



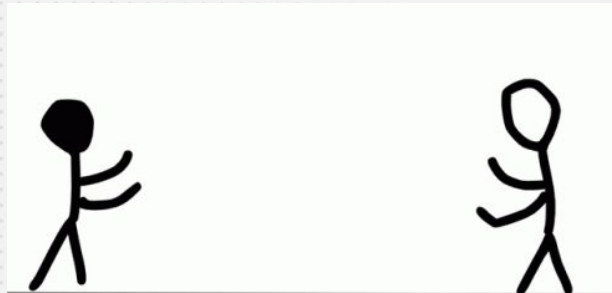
Geographic

- A lot of them lived in mangilao
- From Adacao
- Latte heights



Psychographics

- All of them hate the environment in this school
- They don't want the lab to have a bad environment
- They value of family, respect, and friends
- They hate fights in the school



Behaviors

- They are very nice and respectable
- Their goofy, and horseplaying
- Hard Working young individuals



PRODUCT

- The product I would use is orange juice.
- 16-18 teens would drink Orange juice, because of its healthiness



PRICE

- The cost of this product would be \$2.09
- The drink to buy is minute mermaid orange juice bottle, 12 FL OZ in payless
- Retail Price in lab \$3.25



PLACE

- The place would be at Gwhs
- It's gonna sell at Marketing lab classroom
- That's the place where we sell our product.



PROMOTION

- Using fliers to spread about orange juice in gwhs

