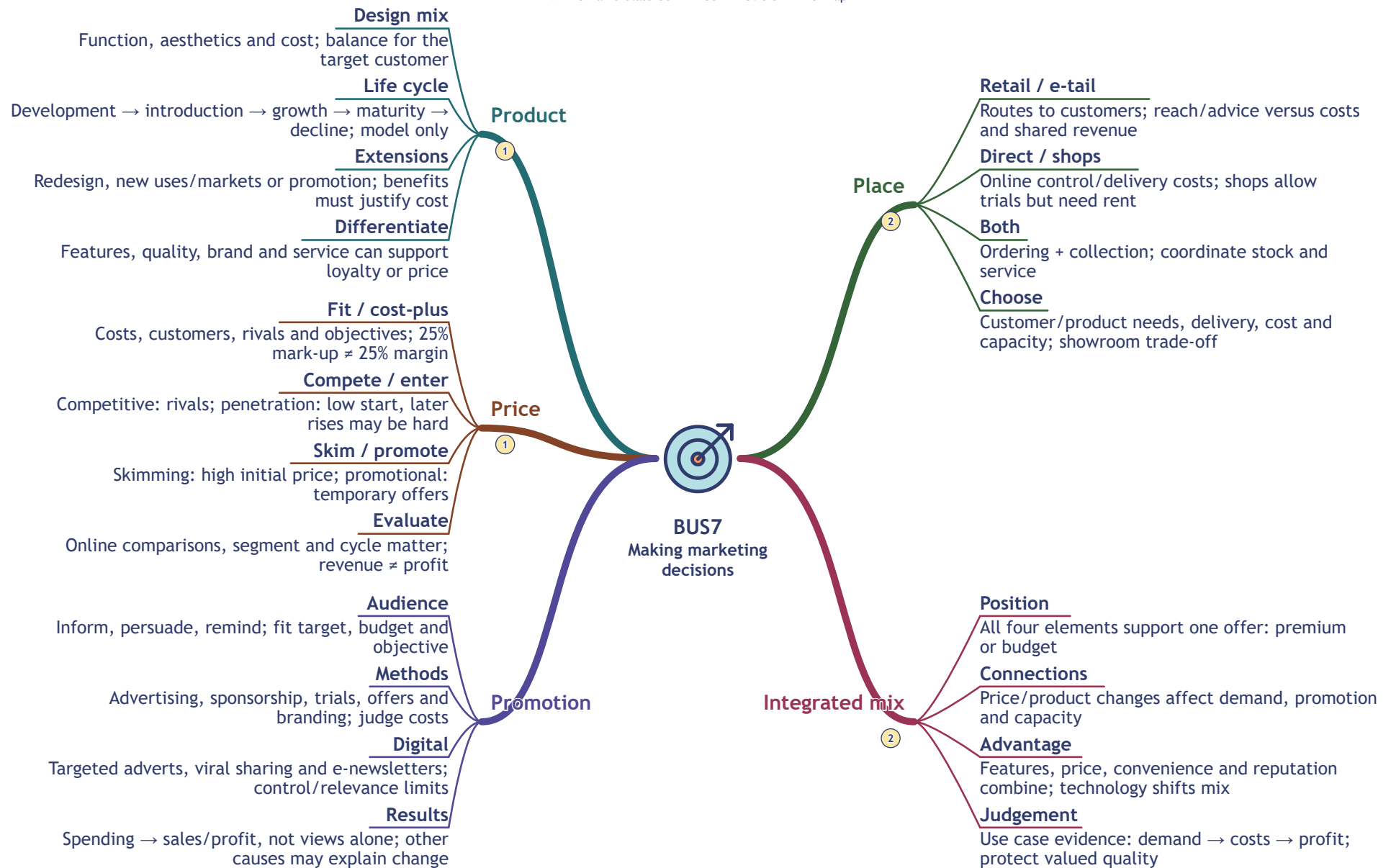




1. Product → Price: Valued benefits can support the chosen pricing strategy
2. Place → Integrated mix: Distribution capacity must support the whole offer