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2015

Marketing mix of a specific company

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MARKETING MIX OF A SPECIFIC COMPANY

By

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Bachelor of Science in BUSINESS ADMINISTRATION

Neapolis University Pafos

Pafos, Cyprus

2015

Submitted to the Faculty of SCHOOL OF BUSINESS

in partial fulfillment of

the requirements

for the Degree of

BSc in Business Administration

MARKETING MIX OF A SPECIFIC COMPANY

Dissertation

Advisor

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Abstract

In our century everybody lives in the process of selling and buying some services, products or ideas. A proper marketing strategy is one of the most important and long-life parts in the success of any companies. Within many marketing strategies for the firms to select, marketing mix 4Ps is a well-known marketing strategy that is applied widely by many companies. These 4Ps elements transforms the marketing strategy into real value for customers. Regarding to marketing mix, a company must match these conditions in order to sell its product successfully.

The purpose of this bachelor dissertation is to analyze marketing mix of a specific company. The theoretical part of this research deals with role of marketing mix and explains each element of marketing mix. The aim of analytical part is to analyze elements of chosen company's marketing mix and based on the analysis, to suggest some recommendations.

Keywords: marketing mix, marketing, price, place, product, promotion.

Acknowledgements

After four years of studying at Neapolis University of Pafos, this bachelor dissertation concludes my studies and directs me toward future achievements. I would like to express my deepest gratitude to all the persons that have contributed to the completion of this bachelor dissertation.

First of all , I would like to thank all professors of Neapolis University who helped me throughout the university years and gave me basic knowledge in business administration.

Additionally , I would also like to thank my parents and grandparents who supported and encouraged me with their best wishes. Finally, I would like to thank my supervisor, Mr Andreas Masouras , who helped me to choose the topic of my research and provide the necessary guidance.

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