



MARKETING MIX OF A SPECIFIC COMPANY

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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.

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