

The Arts & Sciences of Describing



Retrieved on January 11th, 2016 from <http://3.bp.blogspot.com/-v73t0MeToJ/Uy2FbmkeSUI/AAAAAAAAIU/EvWbV-9-rk/s1600/product-services.jpg>

Important Elements

- 1. New or improved products.**
- 2. Packaging**
- 3. Pricing**
- 4. Advertising and promotion**
- 5. Delivery**
- 6. Convenience (computer-based)**
- 7. Follow-up service**