



## **7P's of Branding Assignment**

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- **Product/service & Packaging:**

What is your product or service? Packaging? How does it look, feel & smell? Describe it.

- **People:**

Who are the people within your team (employees, staff, volunteers.)? How would you describe them?  
Who is your target market?

- **Place:**

Where is your business located? How would you describe the area (trends, atmosphere, etc.)?

- **Price**

What is the cost of your products/services? High, low, etc.? How would you describe/justify the costs?

- **Promotions:** visual, textual & spoken content – website, social media & pitch

How would you describe the visual aspects of your website? Template, pictures, etc.?

How would you describe your written content?

- **Processes:**

How would you describe your operations and company culture?

- **Partnerships:**

Who are your collaborators, sponsors, partners and associates?