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## CHAPTER 10

1. The first part of the chapter discusses the importance of understanding the customer's needs and wants. This is a key factor in determining the product mix and the marketing strategy.

2. The second part of the chapter discusses the importance of understanding the competitive environment. This is a key factor in determining the product mix and the marketing strategy.

3. The third part of the chapter discusses the importance of understanding the distribution channels. This is a key factor in determining the product mix and the marketing strategy.

4. The fourth part of the chapter discusses the importance of understanding the promotional mix. This is a key factor in determining the product mix and the marketing strategy.

5. The fifth part of the chapter discusses the importance of understanding the pricing strategy. This is a key factor in determining the product mix and the marketing strategy.

6. The sixth part of the chapter discusses the importance of understanding the sales strategy. This is a key factor in determining the product mix and the marketing strategy.

7. The seventh part of the chapter discusses the importance of understanding the customer service strategy. This is a key factor in determining the product mix and the marketing strategy.

8. The eighth part of the chapter discusses the importance of understanding the financial strategy. This is a key factor in determining the product mix and the marketing strategy.

9. The ninth part of the chapter discusses the importance of understanding the legal strategy. This is a key factor in determining the product mix and the marketing strategy.

10. The tenth part of the chapter discusses the importance of understanding the ethical strategy. This is a key factor in determining the product mix and the marketing strategy.

11. The eleventh part of the chapter discusses the importance of understanding the environmental strategy. This is a key factor in determining the product mix and the marketing strategy.

12. The twelfth part of the chapter discusses the importance of understanding the social strategy. This is a key factor in determining the product mix and the marketing strategy.





