

"MARKETING MIX"

GAME INSTRUCTIONS

Purpose

"Marketing Mix" introduces the four "Ps" of marketing – product, price, place (distribution) and promotion. It helps entrepreneurs to understand these key components of the marketing process and to learn how to solve common marketing problems.

How to Prepare to Play the Game

Preparing the Materials

1. The game requires a game board (see example provided), a set of question cards, a marker for each player to move round the board and a means of choosing how many spaces a player moves on each turn.
2. The game can be played by 4-6 individuals or teams (2 or 3 people). Decide how many groups of individual or teams you will have. You need to prepare one game board and one set of questions for each group. For example, with a total of 24 participants and groups of 4 playing as individuals, you will need 6 game boards and 6 sets of questions. If they play in pairs, you will need 3 boards and 3 sets of questions.
3. Using flip chart paper, draw copies of the game board. You can photocopy the pictorial symbols provided at the back of these notes to stick on the spaces or you can prepare your own drawings.
4. Photocopy the number of sets of question cards that you require. There are some blank ones for you to write your own questions if you wish. You may prefer to prepare a translated set to photocopy and use. A blank Word template is provided for this purpose. Cut the photocopied sheets up to form individual question cards and mix them up before placing them in a pile next to each game board.
5. Find sets of distinctive markers for each game board – a pebble, a matchstick, a button, a seed, etc.
6. Choose a method for players to determine the number of spaces to move on the board from 1 – 4 only. You could write 1, 2, 3, 4 on separate pieces of paper and have the players draw a number from a hat; you could supply 4 stones and ask players to throw them in the air and see how many they can catch on the back of their hands; you could have them draw a card at random from a group of four offered to them.

Preparing the Game Coordinators

1. Identify one coordinator for each game board. A coordinator can be the training programme facilitator, a friend or colleague, or a participant who can read. The coordinator reads the questions from the game cards, keeps the game moving and promotes discussion on marketing issues. If participants serve as coordinators, the facilitator can move from group to group to help with problems and discussions.
2. Show the game board to the coordinators before the game session. Explain the symbols on the board and go over the instructions of how to play the game. Give them a copy of the 4"Ps": checklist of issues.

3. Discuss these ideas with the coordinators:

- The purpose of the game is to explore as many marketing ideas and problems as possible. Participants should be encouraged to discuss the options but discussion on one question should not go on too long. This will be the coordinators' most difficult job.
- When players give solutions to problem cards, the coordinator should ask the other players what they think. If the coordinator has an opinion she may express it after encouraging the others to give their ideas. The participants, not the coordinators, should do most of the talking and be encouraged to feel like the experts on marketing their own businesses, although this may be the first time they really think about marketing.
- There can be more than one solution to a problem. Sometimes to keep the game moving, the coordinator may have to say something like this: "We need to move on to the next person now. There are many good ideas here, including that of the person who drew the card. Hers may not be the only solution but it is an acceptable one and she can move one square forward".
- After true/false answers are given, ask questions to stimulate thought and discussion, such as questions beginning with "why?" or "what if?"

How to Play the Game

1. Arrange the game boards and sets of question cards (in five piles for each board) in your meeting place. Assemble individuals or teams around each board.
2. Explain the meaning of the four marketing symbols, if you have not done so in a previous training session. Explain that the "woman's face" symbolizes a general marketing problem.
3. Read these instructions to the participants and ask if they need any more explanation about any of them:
 - To complete the game, each person or team must move through the squares to the end of the board game.
 - They must choose a marker to represent each person or team.
 - They should decide which person goes first and then take turns.
 - When it is their turn, they should determine how many squares to move their marker (see above) and then advance that number of squares.
 - They then pick up a card that has the same symbol as that of the square on which they have landed and hand it to the coordinator without reading it.
 - The coordinator will read out the question and, if it is one of the 4 "Ps", the player will answer "true" or "false". The group can go on to discuss if they agree or not before the coordinator confirms what is on the card.
 - If it is a "problem" card, the coordinator will read it out and the player should give the best solution they can think of to the problem described. After this the group can discuss the problem and give their ideas. If the coordinator decides the original answer is a good one, the player can move ahead one square.
4. The aim is for everyone to reach the end of the game board.

THE 4 "Ps" OF MARKETING – A CHECKLIST OF ISSUES

PRODUCT or SERVICE: What do you sell?

- Deciding which product and/or service to sell
- Finding out which product or service will attract customers
- Finding out if similar products or services are sold. How are they made or delivered?
- Finding out what customers like or dislike about them. Can they afford it at the price you sell it?
- Identifying (quality) raw materials at a good price
- Exploring how many products or services can be delivered within a specified time
- Improving the quality of your product or service
- Making your product or service more attractive. How do you 'package' it?
- Providing services to go with the products, and vice versa

PRICE: Setting Your Price to Make a Profit

- Calculating the costs of producing and selling
- Setting your price
- Prices of competitors' products
- Special prices to attract customers to your business for quick sales
- Find out if customers' purchases are based on price, quality or both
- Demand can change at different seasons of the year, in different locations or by type of customers. Will you set different prices?

PLACE / DISTRIBUTION: Finding the Best Way to Distribute your Product

- Who will sell your product?
- Will you use a retailer, a subcontractor or other agent or will you sell directly?
- Getting your product to the market or customer
- Type of transportation, cost of transportation
- Cooperation with other business people to sell or distribute together
- Where to sell: house to house, markets, shops
- Methods of storage and the cost of storage
- Place (location) of business, condition of place (clean and dry)

PROMOTION: Creating Ways to Persuade Customers to Buy Your Product

- Display products in a nice way (for example, fresh leaves underneath the fruit you sell)
- Provide signs for prices
- Provide signs with product information (for example, about ingredients; date of production for processed food items)
- Check the sales behaviour (addressing the potential customer in a friendly and efficient manner) of yourself and your staff
- Ensure cleanliness and neat appearance of yourself and the people who sell your product or service
- Decorate your place, product or service to entice a customer to visit your stand, shop or other premises
- Find ways to introduce new products (free samples, demonstration on how to use the product)
- Find ways to advertise (with signs, music, promotional activities through special sales)