

The Evaluation of Marketing Mix Elements: A Case Study

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Abstract: *The paper intends to examine the affecting of advertising blend (MM) components (item, cost, spot or dissemination, and advancement) on expanding the adequacy of item advancement and their job to diminish the issues inside the association. The primary significance parts of this paper are to talk about the hypothetical piece of MM, to give a few points of view to the scientists, and to give a few guidelines for the showcasing division in Al-Saaeda Organization for clinical gear advances. The scientists utilized the really related scholarly assets from college library, and web, and they planned and conveyed surveys on an irregular example of Al-Saaeda Organization for Clinical Hardware Innovations clients and the organization workers to gauge the effect of advancement on the promoting of its item (Glucocard 01-small in addition to).*

The primary discoveries of this paper can closed as follow:

- 1. The advancement has an extremely elevated degree of effect on increment the deals of items.*
- 2. The great conveyance of item can impact decidedly on consumer loyalty.*
- 3. The organization's strategy for advancing has an excellent reflection on expanding the deals of items.*

The scientists suggested that the organization should fortify the degree of advancements in its exercises and divisions, and the expanding of deals focuses is vital, so the organization should improve its approaches of circulation.

Keywords: Marketing Mix, 4P, Value, Spot, Item, Advancement