

cost leadership

low price  
sells.

✓ cost focus

differentiation

Branding sells.

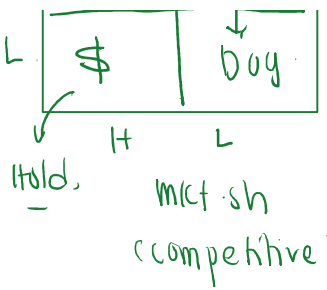
✓ Focus differentiation

↳ ACCA FIA \*

↳ Firefly (MFS)

- 1) Price
- 2) Promotion
- 3) Place
- 4) Product

growth



3P \* (service)

- 1) People
- 2) physical evidence
- 3) Process