

# THE FOUR P'S OF MARKETING - PRICE

Price is important. Students often look for something that will fill them up at the cheapest price. Price needs to be acceptable to your target market but also realistic for you.

- Offer a selection of low cost, healthy items, e.g. fresh fruit, corn cobs, yoghurt pottles.
- Make healthier options more affordable.
- Consider a combo or meal deal to keep price down but increase turn over.
- Keep it simple, e.g. \$1.50 not \$1.40.
- Consider the cost of products at local food outlets.



For more information visit [www.fuelled4life.org.nz](http://www.fuelled4life.org.nz)