



# 4P4C

## 4P (売り手側の視点)

**Product** (製品)

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**Price** (価格)

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**Place** (流通)

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**Promotion** (プロモーション)

## 4C (顧客側の視点)

**Customer Value** (顧客価値)

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**Customer Cost** (顧客コスト)

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**Convenience** (利便性)

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**Communication** (コミュニケーション)