



# 4P4C

## 4P (売り手側の視点)

### Product

(製品)

### Price

(価格)

### Place

(流通)

### Promotion

(プロモーション)

## 4C (顧客側の視点)

### Customer Value

(顧客価値)

### Customer Cost

(顧客コスト)

### Convenience

(利便性)

### Communication

(コミュニケーション)



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