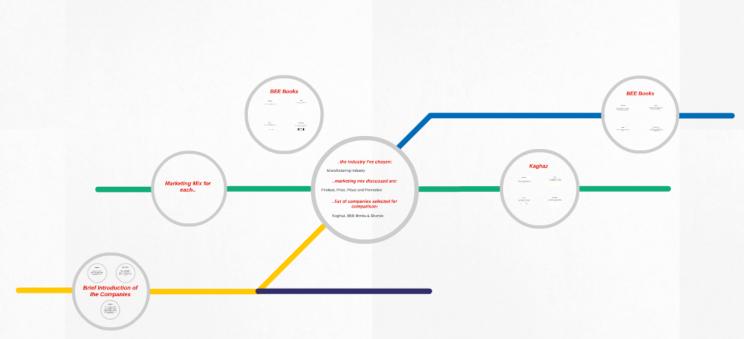
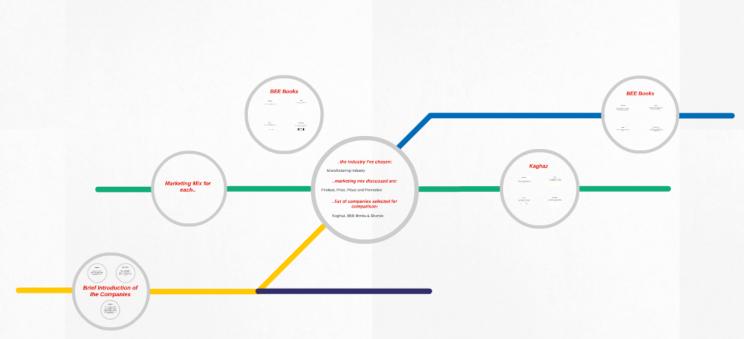
The Comparison Of Branding



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..the industry I've chosen:

Manufacturing Industry

..marketing mix discussed are:

Product, Price, Place and Promotion

..list of companies selected for comparison:

Kaghaz, BEE Books & Sharpie

Kaghaz

Kaghaz is the premier company of Pakistan which brought a Trend of uniquely designed notebooks.

Bee Books

Offers a wide range of notebooks with lots of designs. A customer can also customize the notebook of his own.

Brief Introduction of the Companies

Sharpie

Sharpie is a new stationery brand launched in market. It provides you with the wide range of notebooks along with all other stationery items such as sticky notes, book marks, separators etc.

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Marketing Mix for each..