

# 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..***