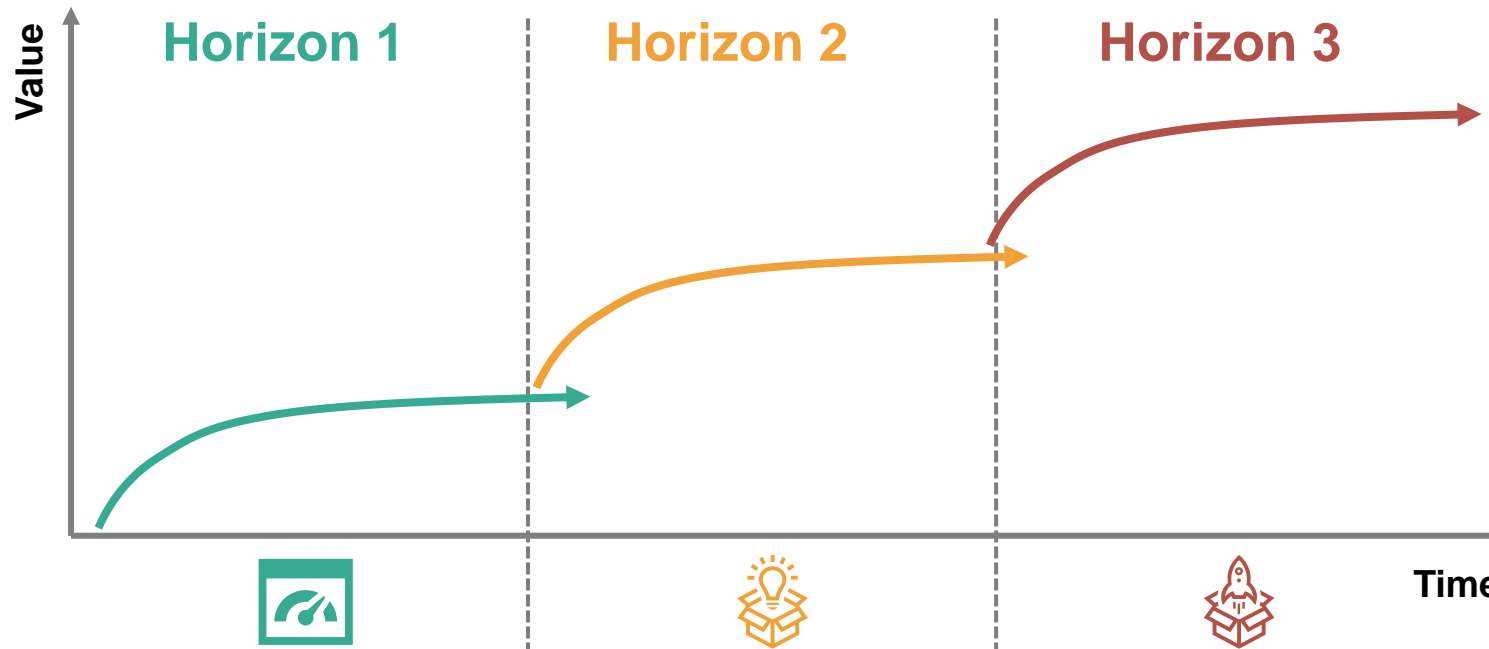


McKinsey's Three Horizons & Marketing Mix

Integrated framework to ensure marketing strategies are tailored to the growth stage



Description

Horizon 1 (1-3 years)

- **Product:** This is a placeholder. Add your own text here.
- **Price:** This is a placeholder. Add your own text here.
- **Place:** This is a placeholder. Add your own text here.
- **Promotion:** This is a placeholder. Add your own text here.

Horizon 2 (3-5 years)

- **Product:** This is a placeholder. Add your own text here.
- **Price:** This is a placeholder. Add your own text here.
- **Place:** This is a placeholder. Add your own text here.
- **Promotion:** This is a placeholder. Add your own text here.

Horizon 3 (> 5 years)

- **Product:** This is a placeholder. Add your own text here.
- **Price:** This is a placeholder. Add your own text here.
- **Place:** This is a placeholder. Add your own text here.
- **Promotion:** This is a placeholder. Add your own text here.

Marketing Mix 4Ps

Product
This is a placeholder.

Price
This is a placeholder.

Place
This is a placeholder.

Promotion
This is a placeholder.

Product
This is a placeholder.

Price
This is a placeholder.

Place
This is a placeholder.

Promotion
This is a placeholder.

Product
This is a placeholder.

Price
This is a placeholder.

Place
This is a placeholder.

Promotion
This is a placeholder.