



6 P's for Business Success

- 1) People
- 2) Product
- 3) Process
- 4) Proprietary
- 5) Patrons (Customers)
- 6) Profit

Here's a brief explanation of each P:

1) People

This refers to having the right team, employees, and human resources in place to execute the business strategy effectively.

2) Product

This is the actual product or service being offered that meets a specific customer need or solves a problem.

3) Process

Having well-defined and efficient processes in place for operations, sales, marketing, etc. is crucial for scaling the business.

4) Proprietary

This refers to any proprietary technology, intellectual property, trade secrets, or unique advantages that differentiate the business.

5) Patrons (Customers)

Understanding your target customers, their needs, and how to acquire and retain them is essential.

6) Profit

Ultimately, a business must be profitable and have a sustainable financial model to succeed long-term. The 6 P's provide a comprehensive framework for evaluating and optimizing the key elements required for a successful business venture or product launch.