

The Extended Marketing Mix (7Ps) 7Ps of Marketing or Marketing Mix is a strategic tool that business organizations employ to formulate marketing plans and scrutinize their tactics. They are leaders in mobile apps and e- wallets for online banking. Price: To appeal to different client segments, Omantel offers competitive prices with discounted and packaged offers. It originated from the 4Ps (Product, Price, Place, Promotion), and later added 7Ps to efficiently offer solutions for the service sectors as well. Omantel: Product: Omantel provides a range of telecom services such as enterprise, internet, and mobile solutions. Promotion: To create brand awareness, the firm spends a lot of money on sponsorships, advertising, and online promotion. Place: Bank Muscat offers easy accessibility to its branches, automatic teller machines, and websites.