

**Read the following case study and answer the questions that follow**

Ben believes that product is the most important element of the marketing mix, evaluate whether you agree with this statement?

Ben Griffiths started *Minimum World Ltd* a few years ago. They are a family run business with strong values. They are a major internet retailer and wholesaler of many international brands of dolls' houses, dolls house furniture and dolls' house kits. The business has the UK's widest product range selling over 6,000 exquisite, precision-made items to markets at home and abroad. They sell both vintage and contemporary houses and furniture, catering for all needs, tastes and budgets.



At *Minimum World*, Ben places a large amount of value on making customers happy. They encourage customers to get in touch regarding any queries that they may have. They also keep customers regularly informed about what the business is up to through a regular e-newsletter. Signing up for the e-newsletter gives customers access to all the business' special offers and member benefits. They have also set up a Facebook page so that customers can be part of *Minimum World's* online community.

They have a dedicated website which allows the customers to see all the products that are on offer as well as all the international brands that they also sell, such as *Dolls House Emporium* and *Houseworks*. The customers can order directly from the website.

Ben also recognised that there was a big market for dolls house miniatures and accessories in both the USA and Australia. They sell extensively to customers in these countries, giving free delivery for orders over a certain weight.

Source adapted from: <https://minimumworld.com/>