

MARKETING MIX

PRODUCT

The People of GoMo often had dry skin. Until the day Sumendi came up with the idea of making cheese from the goat milk.

After a few years, people came up with the idea of rubbing themselves with the goat cheese. Since then, goat cheese has not only been used as food but also ensures that people of GoMo have healthy skins. After a while, massages were done with it for relaxation. Now it is a real thing in GoMo not only for inhabitants but also for tourists to do the special treatment with the goat cheese

PLACE

You can have the massage in a specialised salon. Or just buy the real 'GoMo goat cheese' for the treatment and do it yourself. But then you don't have the massage.

PRICE

The massage costs 20 Filip coins. A jar with the real 'GoMo goat cheese' costs 8 Filip coins. GoMo is still recovering from the escape so the money is very welcome.

PROMOTION

The goat cheese massage is very well known among all citizens of GoMo. So they recommend it to everyone. And the tourist guides always go to a salon with the tourists to get a massage.