

# Marketing mix



# Suderite

**Product:** Suderite is a piece of stone from the mountains of Suderaka. Stones are symbolic of the history they've lived while on this earth. It stands for energy, happiness and long life. Suderakians have this as a standard item in their house because it protects the whole family. It is also often passed on from generation to generation. There can only be one stone per family. Every Suderite is unique as it comes directly from our own mountains.

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**Price:** One Suderite costs 150 RAKA, which is 25 euros. As it is an exclusive stone, this is a fair price for everyone.

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**Place:** You can only find Suderites in our own country, which makes it very exclusive to have. Once a year, a piece is taken from the mountains and made into Suderites.

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**Promotion:** The Suderites can be bought on our National Day on the local markets that day. They are sold on the basis of our cabinet system. First, the richest families and those who stand behind our spiritual leader get a chance to buy a Suderite. Then the non-believers get a chance. And only then the tourists if there are any Suderites left.

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