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web the product mix is the total range of product lines and types a company has on sale for its customers major elements of a product mix a company s product mix contains four main components length the range of products available in a particular product line breadth the number of product lines under a company

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web the product mix refers to the set of different product lines or product types you produce the market mix includes the products your company offers through major distribution channels or products you offer through subsidiary brands or companies

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web oct 2 2017 product mix is defined as the set of all products and items that a particular seller offers for sale product mix is also called as product assortment a product mix consists of various product lines for example samsung offers mobiles t v s a c s washing machines etc

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web jun 12 2023 as explained product mix is a combination of total product lines within a company a company like hul has numerous product lines like shampoos detergents soaps etc the combination of all these product line is the product mix products line the product line is a subset of the product mix

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web nov 2 2023 the different elements of a product mix strategy a product mix can be broken into the following three elements width this represents the total number of product lines in your portfolio for example three of apple s product lines are mobile personal computing and music length here you consider the number of products

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web in simple words the product mix is the amalgamation of all the product lines a firm has under it the deeper and wider a product mix is the more products a company can offer which will ultimately lead to more reach but what exactly is the difference between a product line product mix

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web a product line is a set of products that are similar or complementary for example domino s sells crunchy thin handmade pan brooklyn style and gluten free crust along with its hand tossed pizza crust as a part of a product line a product mix contains all the products that a company sells

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web aug 29 2023 in contrast the product mix aims to cater to a wide range of customer needs across different market segments in a product line products are related and have common features benefits and uses conversely in a product mix products may or may not be similar to one another because of a wide range of categories