

# LIBYA INTERNATIONAL MEDICAL UNIVERSITY



## PRODUCT MIX

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- Item produced or procured by the business to satisfy the needs of the customer.
- Actual item which is held for sale in the market.
- A company usually sells different types of produce.
- Product mix in marketing is also known as product assortment, is the total number of products under the same product line as well .

- The product mix has the following dimensions:-
  - Width:- number of product lines
  - Length:- total number of product { $5 \times 10$ }
  - Depth:- total number within a product line
  - Consistency:- how closely products are linked to each other

# PRODUCT MIX VS PRODUCT LINE

- Product mix:- group of everything a company sells.
- product line:- is a subset of the product mix.
- A product line refers to a unique product a company offers.
- Product line may rang from one to many and the company may have many products.

- Product mix depends on many factors:-
  - ❑ Company age
  - ❑ Financial standing
  - ❑ Area of operation
  - ❑ Brand identity

# CONCLUSION

- Product mix satisfy customers
- Product brands = product line
- Product mix = product assortment
- Important part in business
- 4 Product mixt dimension
- There are many factors that product mix depend on

# REFERENCE

- Aashish pahwa (august16,2016) 6:57PM feedough the entrpreneurs gudie
- <https://www.feegough.com/product-mix-explanation-examples/amp/>



ANY QUESTION!  
THANK YOU 😊