

The Product Mix

The Product Mix, also known as Product Assortment, refers to the complete range of products that is offered for sale by a company. In other words, the number of product lines that a company has for its customers.

The product mix has four dimensions: Width, Length, Depth, and Consistency. The Width of a product mix shows the different kinds of product lines that firm carries. Simply, it shows the number of items in the product line. The Length of a Product mix refers to the number of items in the product mix. The Depth of a product mix refers to the variants of each product in the product line. The Consistency of a product mix shows the extent to which the product lines are closely related to each other in terms of their end-use, distribution requirements, production requirements, price ranges, advertising media, etc. These terms in a product assortment help the firm to take a decision regarding the addition or removal of the product items in the product lines.

