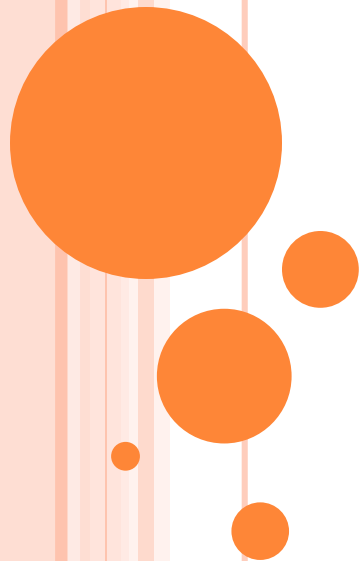


**Marketing Management**

**The Marketing Concept**

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# Product Mix

A product mix also called product assortment is the set of all products and items a particular seller offers for sale. A product mix consists of various product lines.

A company's product mix has a certain width, length, depth and consistency.

**Width-** The width of a product mix refers to *how many different product lines* the company carries.

**Length-** The length of a product mix refers to *the number of items in the mix*.

**Depth-** A width a product mix refers to *how many variants are offered of each product in the line*.

**Consistency-** The consistency of the product mix refers to how closely related the various product lines are in end use, production requirements, distribution channels, or some other way.



For Instance-

