

1. Identify ways in which product lines can be organized.

Product lines are groups of similar products offered by a company. A product line can have many or few within the company. Give an example of a product line and 4 products in that product line.

Product Line Name: _____

4 Products in the product line: _____, _____, _____ and _____.

2. Describe product mix dimension.

A company's product mix has four different dimensions.

Product _____

Product Mix _____

Product Mix _____

Product Mix _____

3. Identify reasons that a business would offer a narrow product mix.

A narrow product mix, limited product lines offered can increase the ease of _____, _____ effectiveness, and create _____ and _____.

4. Identify reasons that a business would offer a broad product mix.

A broad a product mix, offering many product lines can help _____ and _____ more markets and create a competitive advantage, while utilizing _____.

5. Identify reasons that a business would offer a deep product mix.

A deep product mix, many products within a product line offers customers a _____ and _____ of items to _____.

6. Identify reasons that a business would offer a shallow product mix.

A shallow product mix, limiting products within a product line can be cost _____ and _____ to manage while still reaching a market.

7. Explain the importance of a business's product mix.

If offering a large product mix, there should be a degree of _____ to the products offered so that the mix is _____ for the company.

8. Describe advantages of expansion product-mix strategies.

Adding items to a product line or introducing an entire product line can capture _____ and meet customer's _____ and _____.

9. Describe disadvantages of expansion product-mix strategies.

Adding items to a product line or introducing an entire product line can be _____, be _____ to manage, and _____ be successful.

10. Describe advantages of contraction product-mix strategies.

_____ products from a product line or the entire product line can be _____ and easier to manage while creating simplicity and consistency.

11. Describe disadvantages of contraction product-mix strategies.

Deleting products from a product line or the entire product line is _____ to your competitors.

12. Describe advantages of alteration product-mix strategies.

Improving an established product can capture new customers and meet customer's unmet wants as trends change. (Example: _____)

13. Describe disadvantages of alteration product-mix strategies.

Improving an established product is expensive and not always a success. (Example: _____)

14. Describe advantages of trading up product-mix strategies.

Adding higher priced items to a product line will _____ the _____ and may help _____ the _____ and _____ of the lower priced items.

15. Describe disadvantages of trading up product-mix strategies.

Adding higher priced items to a product line is _____ and may not attract new customers.

16. Describe advantages of trading down product-mix strategies.

Adding lower priced items to a product line of prestigious products

17. Describe disadvantages of trading down product-mix strategies.

Adding lower priced items to a product line of prestigious products _____
 _____ and sales of the higher priced items in the line.

18. Describe advantages of positioning product-mix strategies.

Creating an identity of a product helps find a place for the product in the
 _____.

19. Describe disadvantages of positioning product-mix strategies.

Images of a product are _____ once they are
 established and _____.

20. Describe Considerations in Selecting Product-Mix Strategies

Determine which products will produce the highest increase in _____ and
 _____ for the company.

21. Identify Factors That Can Minimize Costs in Developing a Product Mix

Technology allows consumers to order and/or design products online and has it shipped
 directly to their home, minimizing _____ and _____.

22. Explain Guidelines for Planning a Product Mix

(1) Review _____ product lines.

(2) _____ new lines and/or _____ existing lines.

(3) _____ new versus existing product lines.

(4) Compare _____ development versus _____ acquisition in
 the product mix. (Do you want to make it yourself or buy it from another company for
 resale?)

(5) Determine the effects of adding or deleting a product line in connection to other lines
 in the _____.

(6) Estimate the _____ on the
 company's product mix.