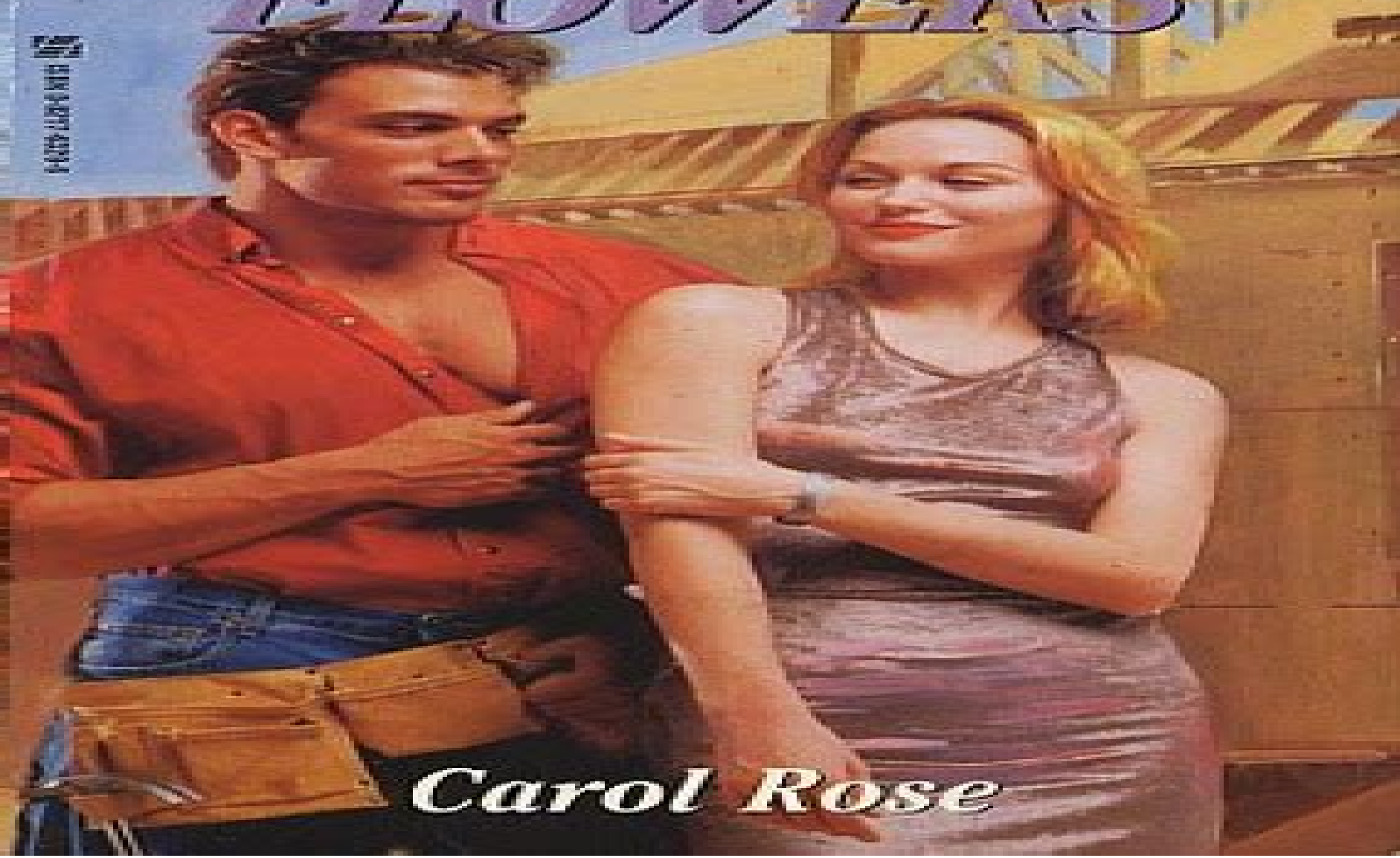


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# HEARTS AND FLOWERS

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*Carol Rose*

# Summer Rose Precious Gem Romance 104

**Tobias Bleicker**



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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 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 key product mix strategies there are four key product mix strategies expansion a company increases the number of product lines or depth i e product variations within lines contraction a company narrows its product mix to eliminate lower performing products or lines or to simplify remaining products or lines

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web nov 1 2023 a product line is a range of similar products or services introduced and sold by the same company to make it clear simultaneously a product mix also called product assortment is considered the full assortment of all products introduced to its clients hence both product lines and individual products will form a 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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