



SNS B-SPINE

Coimbatore-35
An Autonomous Institution

DEPARTMENT OF MANAGEMENT STUDIES

23BAT607 – MARKETING MANAGEMENT

I YEAR I SEM

UNIT 4 – PRODUCT MANAGEMENT AND PRICING

TOPIC 2 – Product Mix

Product Mix

- Product mix in marketing refers to the combination of products or services that a company offers to its customers.
- It involves the assortment or range of products that a company manufactures, distributes, or sells to meet the needs and preferences of its target market.

Product Mix Elements

- Product Line
- Product Width
- Product Length
- Product Depth
- Product Consistency

Product Line

- A product line refers to a group of related products that are offered by a company.
- These products share similar characteristics, target the same customer segment, and are sold through similar distribution channels.
- By offering a product line, a company can cater to different customer preferences and capture a larger market share.

Nike – Product Line

- Nike is a well-known brand that offers a wide range of product lines within the sports apparel and footwear industry.
- They have product lines for different sports such as basketball, running, soccer, and tennis. Each product line includes various products such as shoes, apparel, and accessories specifically designed for the respective sports.



Apple – Product Line

- Apple is a prime example of a company with a diverse product line.
- They offer a range of products, including iPhones, iPads, MacBooks, Apple Watches, and more.
- These products are targeted at different customer segments, such as professionals, students, and technology enthusiasts. By having multiple product lines, Apple ensures that it caters to various customer needs and preferences.



Product Width

- Product width refers to the number of different product lines that a company offers.
- It indicates the diversity of products within the company's portfolio.

Procter and Gamble - Product Width

- P&G is a consumer goods company that has a wide product width.
- They offer various product lines across different categories, including personal care, home care, baby care, grooming, and healthcare.
- P&G's product width allows them to serve a broad range of consumer needs and reach a vast customer base.





Procter and Gamble - Product Width

- Amazon is an e-commerce giant : They initially started as an online bookstore but rapidly expanded into diverse product categories, such as electronics, home goods, fashion, beauty, and more.
- Amazon's vast product width has played a significant role in its success by attracting customers looking for a one-stop-shop for various products.

The Amazon logo, consisting of the word 'amazon' in a bold, lowercase, black sans-serif font, with a yellow curved arrow underneath it pointing from the 'a' to the 'z'.

Product Length

- Product length refers to the total number of products within a product line.
- It indicates the variety of options available within a specific product line.

Baby	Feminine Care	Family	Fabric	Home	Hair	Skin & Personal Care	Grooming	Oral	Personal Health Care
									



P&G – Product Length

- Personal care line, P&G offers different variants of skincare products, haircare products for various hair types, and grooming products with different features.
- Home care line: P&G provides multiple options for laundry detergents, fabric care products with various scents, and surface cleaners for different surfaces.
- Baby care line: P&G offers diapers in different sizes and absorbency levels, wipes with different formulations, and baby care products for different stages.
- Healthcare line: P&G provides a range of products for cough and cold relief, including liquids, lozenges, and vaporizers, catering to different symptoms and age groups.

Product Depth

- Product depth refers to the different variations of each product within a product line.
- It includes options such as different sizes, colors, flavors, or features.



Oreo – Product Depth

- Oreo, the popular cookie brand, has a deep product depth.
- They offer a wide range of flavors and variations, including Original, Double Stuf, Golden, Mint, Birthday Cake, and many more.
- By providing diverse options, Oreo caters to different taste preferences and keeps consumers engaged with new flavors and limited edition releases.



Product Consistency

- Product consistency refers to how closely related the various product lines are to each other in terms of their target market, distribution channels, or production processes.



Unilever – Product Consistency

- Unilever is a consumer goods company known for its consistent product lines. They offer products in various categories, including personal care, home care, food and beverages, and ice creams.
- Unilever maintains consistency by emphasizing sustainability, social responsibility, and wellness across all its product lines, aligning with their overall corporate values.





Case Studies – In depth Analysis