

MARKETING MANAGEMENT

UNIT-2

PART-III

Product Mix

Product Mix, another name as Product Assortment, refers to a number of products that a company offers to its customers. For example, a company might sell multiple lines of products, with the product lines being fairly similar, such as toothpaste, toothbrush, or mouthwash, and also other such toiletries. All these are under the same brand umbrella. Whereas, a company may have varied and distinct other product lines that may be in good contrast to each other, such as medicines and clothing apparel.

Product mix can also be understood as the complete set of products and services that are offered by a firm. A product mix consists of the product lines, which are associated items which a consumer purchases.

Marketing Mix Definition

A marketing mix includes various areas of focus as a comprehensive part of the market plan. The marketing mix is best defined as a common classification that begins with the four Ps:

- Product
- Price
- Placement
- Promotion

What Does an Effective Marketing Plan Suggest?

To have a broader range of areas of marketing than to fixating on one area. This will help reach a wider audience, and with these four Ps in mind, the marketing professionals are able to maintain their focus better on the priority things. Focusing on a marketing mix helps an

organization to make strategic decisions while launching new products or revising their own existing products.

Definition of Marketing Mix

Marketing is the set of actions, or tactics, which a company uses to promote its brand or its product image in the market. The 4Ps which are Price, Product, Place, and promotion make a typical product mix for the business to achieve a standing on the market. Nowadays, the marketing mix includes several other Ps like Packaging, Positioning, People, and even Politics being vital among other elements.

Four P's of Marketing

Now we will head to discuss the four Ps.

1. Price:

This refers to the value which is put for a product. It depends on the costs of production, the segment that is targeted, the ability of the market to pay, the supply-demand, and a host of other direct as well as indirect factors. Pricing can also be used as a demarcation, to differentiate the products and enhance the image of a product. A businessman uses varied pricing strategies to sell their business overall.

2. Product:

This refers to the item that is actually being sold. This product must deliver a level of performance that is expected by the target customers, else even the best work on the other elements of the marketing mix will go in vain.

3. Place:

This refers to the point of sale. In an industry, catching the eye and mind of the consumer and anyway persuading them to buy is the main aim of a good distribution or 'place' strategy. Retailers for this pay a premium for the right location. The mantra that every successful business chant is 'location, location, location'.

4. Promotion:

Promotion means all the activities which are undertaken to make the product or service known to the user and known to the trade. This includes advertising, word of mouth, press reports, incentives, commissions, and awards to the trade. This even includes consumer schemes, direct marketing, contests, and prizes.

Dimensions of a Product Mix

1. Width

Width or breadth, that refers to the number of product lines which is offered by a company to its customers.

2. Length

The length refers to the total number of products in a firm's product mix strategy.

3. Depth

Depth refers to the number of variations that exist in a product line.

4. Consistency

This refers to how closely the products in a product line are related to each other.

Example of a Product Mix

A popular and classic example of Product Mix is of the brand Coca-Cola. For simplicity, let us assume that Coca-Cola oversees only two product lines that are soft drinks and juice (Minute Maid). The Products that are classified as soft drinks are Coca-Cola, Fanta, Sprite, Diet Coke, Coke Zero, and the products that are classified as Minute Maid juice are Guava, Orange, Mango, and Mixed Fruit.

The product mix or the consistency of Coca-Cola would be high, as all the products within the product line fall under this beverage. In addition, these production and distribution channels remain similar for each of these products.