

Name _____ Date _____ Period _____

Product Planning, Mix, and Development

Product Planning

Involves making decisions about those _____ that are needed to sell a business's products, services, or ideas.

Product Mix

Includes all the _____ that a company makes or sells.

Product Line

A group of closely _____ manufactured and/or sold by a business.

Product Item

A _____ model, brand, or size of a product within a product line.

Product Width

The number of different product _____ a business manufactures or sells.

Product Depth

The number of product _____ offered within each product line.

Product Mix Strategies

- The _____ for how the business determines which products it will make or stock
- May develop completely _____ products
- May _____ their current product lines
- May _____ existing products

Developing New Products

- _____ Ideas
- Come from a _____
- _____ is essential
- _____ Ideas

–Ideas are _____ against the company’s overall objectives.

•Developing a _____

–Consider a product’s potential _____, and production requirements.

• _____

–The new idea takes _____

–Marketers _____ a marketing _____

• _____ the Product

• _____ the Product

–The product has been _____

–This stage also is called _____

• _____ Customer _____

–Marketers _____ new product _____

Developing Existing Products

• _____ – new product lines, items, or services

• Product _____ – an alteration in a company’s existing product

Deleting a Product or Product Line

• _____

• Loss of _____

• _____ with current company objectives

• _____ with new products

• Lack of _____

• _____ with other products in the line