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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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is also called as product assortment a product mix consists of various product lines for example samsung offers mobiles t v s a c s washing machines etc

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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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