

<b>3</b>	<b>What are the major considerations in constructing a company's product mix?</b>	<b>[NU 2010]</b>
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**ANSWER:**

Product mix dimensions / decision consists product mix length, product mix widths, product mix depth, and product mix consistency. Product mix dimensions are based on the basis of number of product lines and product items.

The product-mix is 4 dimensioned, as a company's product mix contains width, length, depth & consistency. Let's discuss these 4 fold dimensions:

1. **The width (প্রশস্ত):** The width of product mix refers to how many different product lines in the company carries. The word width refers to the extent of different product lines in the product mix offered by an organization.
2. **The depth (গভীরতা):** The word depth applies to the number of product items offered by an organization within a particular product line. It means the variants offered of each product in the line.

**EXAMPLE:** Lux comes in 2 sizes & 4 fragrances, so it has a depth of  $2 \times 4 = 8$

3. **The length (দৈর্ঘ্য):** The length of the product mix refers to the total number of items in the mix. We can calculate the average length of a line by dividing the total length by number of lines.

**EXAMPLE:** If there are 30 items in a product mix & 10 product lines, then average length of a line:  $30 \div 10 = 3$  items.

4. **The consistency (দৃঢ়তা):** Consistency refers to the close relationship of various product lines either to their end use or to production requirements or to distribution channels or to other variables.

**EXAMPLE:** HUL product lines are consistence in the sense they all are consumer goods & go through the same distribution lines.

From the above discussion we can say that a company can extend his / her business with the consideration of product mix decision.

<b>4</b>	<b>Discuss the Product-mix strategies.</b>	<b>[NU 2007, 2011]</b>
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**ANSWER:**

To be successful in marketing, producers & middlemen need carefully planned strategies for managing their product mixes. The major product mix decisions are:

1. positioning,
2. expansion,
3. alternations &
4. contraction.