

### **Product Mix**

Product mix, also known as product assortment, refers to the total number of product lines a company offers to its customers. For example, your company may sell multiple lines of products. Your product lines may be fairly similar, such as dish washing liquid and bar soap, which are both used for cleaning and use similar technologies. Or your product lines may be vastly different, such as diapers and razors.

The four dimensions to a company's product mix include width, length, depth and consistency.

### **Sales Promotion**

Sales promotion is a marketing strategy where the product is promoted using short-term attractive initiatives to stimulate its demand and increase its sales.

This strategy is usually brought to use in the following cases –

to introduce new products,  
sell out existing inventories,  
attract more customers, and  
to lift sales temporarily.

### **FMCG**

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store.

Types of Fast-Moving Consumer Goods

Processed foods: Cheese products, cereals, and boxed pasta

Prepared meals: Ready-to-eat meals

Beverages: Bottled water, energy drinks, and juices

Baked goods: Cookies, croissants, and bagels

Fresh, frozen foods, and dry goods: Fruits, vegetables, frozen peas and carrots, and raisins and nuts.

### **Branding**

Branding is a marketing technique used by businesses to create a desired image for a product or company in the minds of the consumer. Examples can demonstrate to small business owners how to use branding effectively for their enterprise.

Symbols

Branding often takes the form of a recognizable symbol to which consumers easily identify, such as a logo. Common examples include the Nike "swoosh," the golden arches of McDonald's and the apple used by Apple Computers. Logos typically appear on all products in some form and are used in advertising and promotional campaigns. The most successful symbols allow consumers to identify a product or company even if the name is not visible.

Slogans

Like symbols, slogans build a brand image. Slogans are successfully used in industries such as insurance to make consumers associate insurers with trust, such as "Nationwide is on your side," "You're in good hands with Allstate" and "Like a good neighbor, State Farm is there." As with well-known logos, successful slogans become ingrained in the minds of consumers and may remain there for as long as the company stays in business.