

The Product Mix also called as Product Assortment, refers to the complete range of products that is

offered for sale by the company. In other words, the number of product lines that a company has for its

customers is called as 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.

Or your product lines may be vastly different, such as diapers and razors.

Sales promotion is the process of persuading a potential customer to buy the product. Sales

promotion is designed to be used as a short-term tactic to boost sales – it is rarely suitable as a method of

building long-term customer loyalty. Some sales promotions are aimed at consumers

Types of Sales Promotion:

1. Consumer Sales Promotion
2. Dealer Promotion
3. Business Promotion
4. Publicity
5. Sales Force Promotion
6. Sales Promotion

Fast-moving consumer goods (FMCG) are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, over-the-counter drugs and other consumables.

Branding

Branding is a marketing practice in which a company creates a name, symbol or design that is easily

identifiable as belonging to the company. This helps to identify a product and distinguish it from other

products and services.

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.

Branding can be achieved by following steps:-

1. Discover the purpose behind your brand.
2. Research competitor brands within your industry.
3. Determine your brand's target audience.
4. Establish a brand mission statement.
5. Outline the key qualities & benefits your brand offers.
6. Form your unique brand voice.
7. Let your brand personality shine.
8. Build a brand story and messaging.
9. Create a brand logo & tagline.
10. Integrate your brand into every aspect of your business.

11. Stay true to your brand building.