

# Product Mix

Product mix, also known as product ~~assort~~ assortment, is the total number of product lines that a company offers to its customers. The product lines may range from one to many and the company may have many products under the same product line as well. All of these product lines when grouped together form the product mix of the company.

- Width
- Length
- Depth
- Consistency.

## Sales Promotion

Sales promotion is a short term incentive to initiate trial or purchase. Sales promotion is one of the elements of the

elements in the promotional mix are advertising, personal selling, direct marketing and publicity / public relations

## F.M.C.G.

fast moving consumer goods - covers every thing from toiletries and ~~cosden~~ cosmetics to T.V's and hi-fi's. Therefore the choice and variety of F.M.C.G. sales jobs is also every wide. You can work at every level from sales representative or executive right through to sales directors

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# BRANDING

Branding is the marketing practice of actively shaping your brand. That's the basic definition, ~~but that's~~

Branding has been around since 350 A.K and is derived from the word "Brandr" meaning "to burn" in ancient Norse lang.

By the 1500's it had come to mean the marks that ranchers burned on cattle to signify ownership - a precursor of the modern logo.