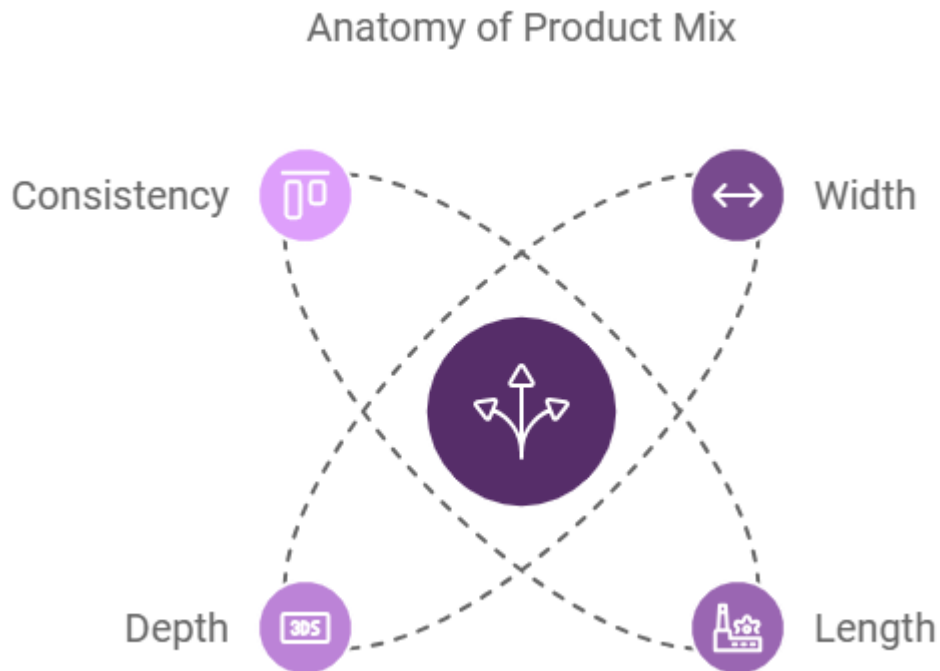




Dimensions of Product Mix



Dimensions of Product Mix

The image illustrates the key dimensions of a product mix:

- 1. Width:** This refers to the number of product lines a company offers. A wider product mix means a greater variety of product lines, while a narrower product mix focuses on fewer product lines.
- 2. Depth:** This refers to the number of variations within each product line. A deeper product mix offers more choices within each line, while a shallower product mix has fewer variations.
- 3. Length:** This refers to the total number of products offered by the company. It is calculated by multiplying the width and depth of the product mix.
- 4. Consistency:** This refers to how closely related the different product lines are in terms of use, production process, distribution channels, or target market.

The central element in the image symbolizes the core of the product mix, from which the dimensions of width, depth, length, and consistency radiate. This visual representation helps to understand how these dimensions interact and influence a company's overall product strategy.

Read More: [What is Product Mix?](#)