

Christian G. Meyer

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 web for example if a company has 10 product lines and each line has 3 products then length is 10 3 30 length of the product mix refers to the total number of products in the mix if a company has 5 product lines and 10 products under each product lines the length of the mix will be 50 5 x 10
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web in simple words the product mix is the amalgamation of all the product lines a firm

has under it the deeper and wider a product mix is the more products a company can offer which will ultimately lead to more reach but what exactly is the difference between a product line product mix

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