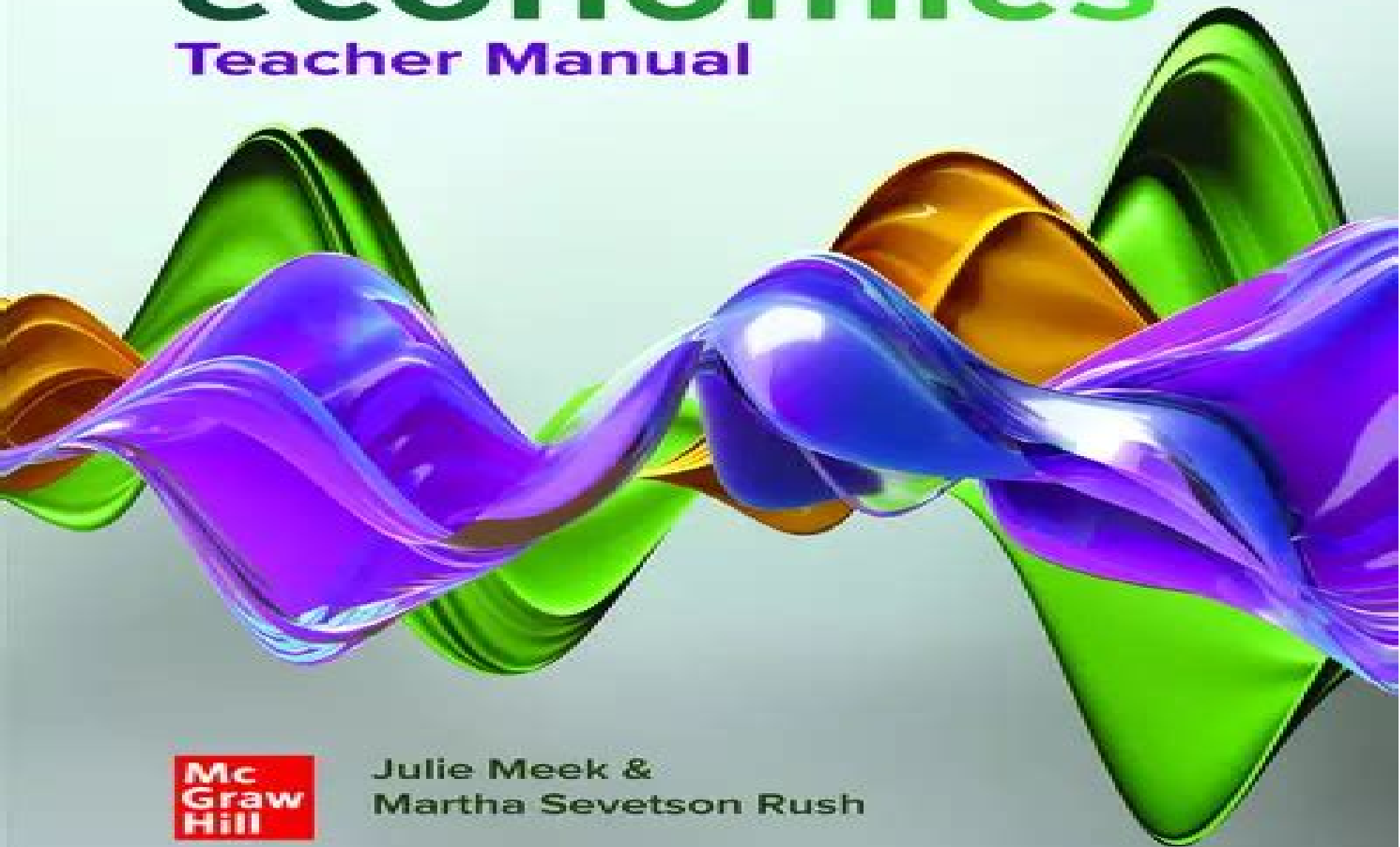


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web for example if a company has 10 product lines and each line has 3 products then length is 10 3 30 length of the product

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 5×10 product mix consistency

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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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web a product line is a set of products that are similar or complementary for example domino s sells crunchy thin handmade pan brooklyn style and gluten free crust along with its hand tossed pizza crust as a part of a product line a product mix contains all the products that a company sells

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