**Product/Service Management**

**While watching the video Product Life Cycle Example (**[**http://www.youtube.com/watch?v=d-ZOOhsfZ-I**](http://www.youtube.com/watch?v=d-ZOOhsfZ-I)**) list the two product examples that the video gives from each phase of the product life cycle.**

**Example #1 Example #2**

**Introduction: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Growth: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Maturity: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Decline: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**Withdrawal: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

***This video was created in early 2012 so some of the products have already changed life cycle stages***

**Product Mix 3.03**

**Product:** Anything that a person receives in an exchange

* Goods / Tangible items (stapler)
* Services / Intangible Items (Haircut)
* Idea (Marketing Strategy)

**Product Planning:** Decisions about features that are needed to sell a businesses products, services, or ideas.

 Examples include decisions about packaging, labeling, branding, services, warranties, etc..

**Product Mix:** All the different products that a company makes or sells.

* Example KRAFT Foods Produces:
* Kraft
* Maxwell House
* Kool-Aid
* Oscar Meyer
* Post Cereal

**Product Line**: Group of closely related products manufactured &/or sold by a business

* Example: All the cereal brands that Kellogg’s produces are apart of one product line
* A product line can be determined by the following:
	+ **They function similarly**
		- All of Chevrolet Cars are in a Product Line
	+ **They are sold to the same groups of people**
		- All of Staples Supplies are sold to schools
	+ **All products are marketed the same way**
	+ **All products that are priced similarly**

**Product Item**: A specific model, brand, or size of a product within a product line

* Example: Special K is a product item of Kellogg’s

**Assignment:** Working individually or in groups up to 3; give an example of a Product Mix from the companies below (teacher assigned). Within the product mix identify at least 3 Product Lines, & at least 5 Product Items.

**Pepsico Kraft Procter & Gamble Kellogg’s**

**Coca-Cola Dr. Pepper / Snapple General Mills Johnson & Johnson General Motors**

Product Mix Terms

|  |  |  |
| --- | --- | --- |
|  | **Term** | **Definition** |
| **1** | **Product Width: Contraction** |  |
| **2** | **Product Width: Expansion** |  |
| **3** | **Why would a company want to narrow its products?** |  |
| **4** | **Product Depth: Shallow** |  |
| **5** | **Product Depth: Expansion** |  |
| **6** | **Product Item** |  |
| **7** | **Trading Up** |  |
| **8** | **Trading Down** |  |
| **9** | **Alteration** |  |
| **10** | **Product Positioning** |  |