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**JL Elias**



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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 product mix consistency

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web a product line is a part of the product mix but on the other hand product mix covers all aspects concerning products including product line some factors impacting product line are brand target audience price range etc

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contains all the products that a company sells

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